FEBRUARY 14, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

PUBLIC LIBRARY
FEB 15 1944
Detroit

Detroit Public Library
Woodward & Kirby Avenues
Detroit 2, Michigan

TECHNOLOGY DEP

Denver Delivers LIVESTOCK

• Denver is one of the greatest livestock markets of the nation. Close to 4,500,000 head of meat animals showed up at the Denver stockyards in 1943, the heaviest receipts in history with the highest valuation in 20 years.

Again in 1943, Denver led all other markets in number of sheep handled, and today Colorado is second among all the western states in number of sheep and lambs on feed.

Preliminary estimates place Colorado's gross income from marketing crops, livestock, and livestock products in 1943 at $330,000,000, an increase of 41% over 1942.

KLZ
Delivers the
DENVER
MARKET

CBS • 560 Kc.
Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City • Represented by The Katz Agency, Inc.

Denver Delivers Raw Materials

Colorado's vast storehouse of mineral wealth is supplying coal, iron, molybdenum, vanadium, and more than 200 other useful metallic and non-metallic minerals and compounds to American industry in greater quantities than ever before. Prospects are for the biggest mining year in history.

Denver Delivers Manufactures

The mobilization of Colorado's peacetime industry for war production was completed quickly. Today destroyer escorts sail the seven seas built in Denver's "shipyards of the Rockies" and 65 other items of war equipment manufactured in Colorado are fighting on every front.

Denver Delivers Buying Power

Colorado's stepped-up activity in mining, industry, and agriculture has increased the buying income of Colorado by 31.6% within the past year. The Denver market, 20th in sales volume among the 187 retail trading areas of the U. S., is a big, important market in both today's and tomorrow's selling.

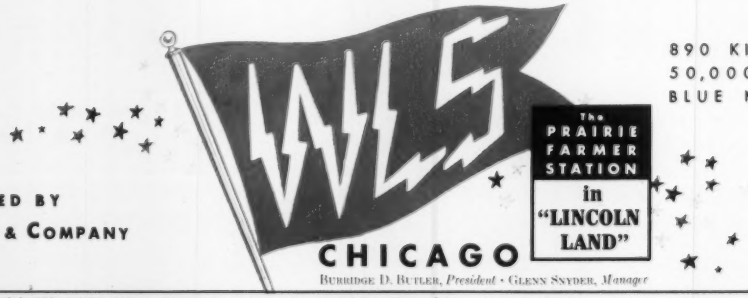
IN TOWN . . .

CHICAGO: Ernest Cleff is an assistant foreman at the Eugene Dietzgen Company, engaged in war work. Mrs. Cleff is the sister of Roy Martin, daughter of the Lynn Martins, farmers near Coloma, Michigan. She grew up on the farm, left it 13 years ago to study nursing in Chicago. The Cleffs are regular WLS listeners, like so many other working families of Chicago.

THE SAME FAMILY . . in Town and Country

They Listen to WLS . . . They Buy WLS-Advertised Products

HERE in Midwest America there is no sharp dividing line between those who live on farms and those in towns and cities. It's probably because so many people in the cities have come from the farms, or make their living from the great agricultural empire. Many of the folks in cities still have relatives on the farm. Take the families pictured here, for instance. Mr. and Mrs. Ernest Cleff, Jr., live in Chicago, but Mrs. Cleff grew up on a farm. Her brother, Roy Martin, and her parents still farm near Coloma, Michigan, and all of them are constant WLS listeners. Mrs. Roy Martin, who grew up in Chicago, and moved to the farm only three years ago, enjoys WLS programs every bit as much as her farm-raised relatives. Checking last year's purchases in classes of goods advertised on the station, we found that 48% of the Martins' selections were brands advertised on WLS. In the city, 42% of the Cleffs' selections were WLS-advertised brands. Whether you want to reach people working in city industries or the farm folks producing the greatest harvest of grain and livestock in all history, WLS provides you direct contact . . . with people both in town and country . . . folks with similar likes and tastes, tremendous buying power, and loyalty to WLS and our advertisers. We have dozens of case records to prove that WLS Gets Results! Just ask us . . . or ask the John Blair man.



890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

BURRIDGE D. BUTLER, *President* • GLENN SNYDER, *Manager*

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL

. . AND COUNTRY

COLOMA, MICHIGAN: Mr. and Mrs. Roy Martin, with his parents, Mr. and Mrs. Lynn Martin, own and work a 69-acre farm in the rich orchard area near Coloma, Michigan, where they have been for 16 years. The whole family are constant listeners to WLS . . . never miss hearing the WLS National Barn Dance broadcast. The pictures show Elinore Martin with 2-year-old Karen; Roy and his dad at the tractor; Mr. and Mrs. Lynn Martin; and Roy being welcomed back from chores by Elinore and Karen.

Advertisement No. 1 in a Series

IN 1944 BRUSH-UP QUIZ FOR THOSE WHO MISSED IT IN 1943

The 874 $tation Question

1. What music is used on more U. S. radio stations than any other music? *
2. What is the only performing rights organization which personally visits every station in the U. S.? *
3. Which is the largest performing rights organization in the number of licensed stations? *
4. What licensing group has the largest percentage of American music? *

Over 100 Years Of Broadcasting Experience

5. The personnel of what organization has a total of over 100 years of practical broadcasting experience? *
6. What station relations staff personally assists stations with their operating problems? *
7. Who is the liaison between the Treasury and the broadcasting industry on War Bond work? *

Entire Catalog Available on Flat 2c Recording Fee

8. What is the only organization which offers its entire catalog of 100,000 diversified compositions to agencies and transcription companies on a flat 2c recording fee? *
9. On commercial and library transcriptions, what music may be performed on 874 U. S. stations licensed by SESAC without restriction or additional performance fees? *
10. Who issues a monthly music bulletin and furnishes a handy Music Guide to 3,000 executives in the radio industry? *
11. What organization makes available to stations without charge details of revenue producing sales plans? *
12. Who maintains a Program Service Department to assist stations, agencies and transcription companies? *

* *There is only one correct answer*

SESAC

THE BEST MUSIC IN AMERICA — SESAC

475 Fifth Ave. New York 17, N. Y.

THE BEST MUSIC IN AMERICA — SESAC

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Be A Discoverer

Find New Sales Possibilities

Today and Post-War

In WWL-Land

USE WWL—ONLY MEDIUM YOU NEED

The Deep South is booming—diversifying — building right now for long-time prosperity —an opportunity for sales of every product. WWL combines clear, strong signal through five states with *proven* listener-loyalty. Use WWL, the standout station in this part of the nation.

WWL
NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Copyright 1944 by Broadcasting Publications, Inc.

IN THIS ISSUE—

Jett Nomination Confirmed by Senate	11
WPB Studies Check on Air Selling	11
Ryan May Assume NAB Post Before April 1	12
Tax Clause Frees Duopoly Transfers	12
Miller Praised As NAB Head	12
Banks Successfully Use Radio for Advertising	13
OWI Asks Ad Men For War Tie-In	13
Draft of New Senate Bill About Ready	14
House Committee Denies Fly Charges	14
First Grants Under FCC-WPB Ruling	16
WAPI Technicians Walk Out	18
AFM Hears Nets on FM Policies	18
Broadcasters in Canada Hold Quebec Convention	20
Intense Radio Promotion Winding-Up Fourth Loan	22
Flamm Tells Probers He Feared FCC	28
Regional FM Allocation Plan Urged	34
OWI Awards Medal to Pierce	36
Bricker Favors FCC Restriction	62
FCC Report Reveals Wartime Activities	74

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices, WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

SOL TAISHOFF, Editor and General Manager — MARTIN CODEL, Publisher (on leave)
Maury Long, Advertising Manager — Bernard Platt, Circulation Manager
J. Frank Beatty, Managing Editor — J. N. (Bill) Bailey, Associate Editor
K. R. Breslau, Adv. Production Mgr. — Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Ave., Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor — S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115, James J. McGuinn

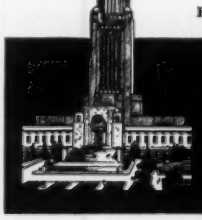
HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg. — Los Angeles, Western Pacific Bldg.

CANADA
417 Harbour Commission Bldg., Toronto. Elgin 0775. James Montagnes

The "small" station with the ....
"Big names" .... and the audience
in
Nebraska's Capital City Area

BOAKE CARTER — NATIONAL RADIO FORUM
BOSTON SYMPHONY — MARTIN AGRONSKY
LONE RANGER — BREAKFAST CLUB

REPRESENTED NATIONALLY BY EDW. PETRY & CO.



Blue and Mutual Networks
KFOR LINCOLN Nebraska
A Small Station Doing a BIG JOB

If You are looking for a PRODUCER-

LET US give you full facts and figures on WSIX and the booming Nashville market.

Within the past six months, an impressive list of brand new advertisers made their bow on WSIX. These are hard-headed advertising buyers who spend their money to get definite results.

Old and new find it doesn't cost to use WSIX —it pays!

We offer you, Mr. National Advertiser, the same powerful sales-producing facilities that other advertisers have found so effective. Let us give you now the complete picture of the Nashville market and WSIX coverage.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue

Mutual

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

IN SHORT-WAVE BROADCASTING...

RCA has installed standard broadcast transmitters all over the world.

RCA also has led in development of short-wave transmitters specifically designed for international broadcasting.

The 50 KW Short-Wave Transmitter shown at the right is one of more than twenty-five of this type built by RCA in the last two years.

This is the first high-power short-wave transmitter to be built to broadcast standards and to include such features as high-level modulation, front access doors, vertical chassis construction, and streamline styling.

RCA's broad experience in every field of broadcasting—AM, FM, Television and Short-Wave—is a powerful and effective force in aiding all phases of the industry. RCA quality is the standard of the industry.

RCA

RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA

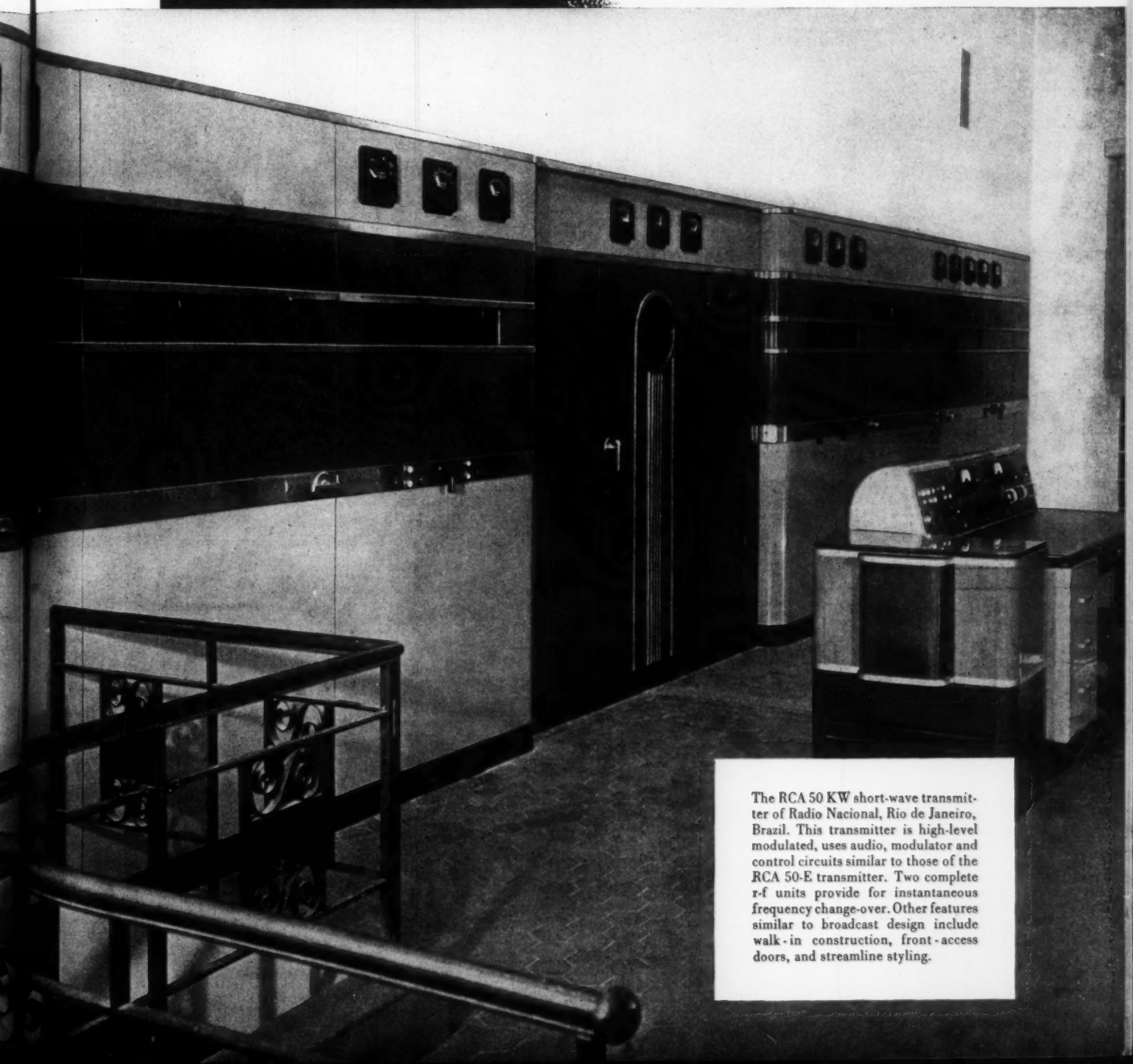
The first high-power short-wave broadcast transmitter to be produced in quantity

The 50 KW Transmitter of Radio Nacional, Rio de Janeiro, Brazil, shown below, is one of more than twenty-five of these 50 KW transmitters built and installed by RCA in the last two years.

Most of these units are already taking an active part on the broadcasting front of this global war.

Never before were so many high-power broadcast transmitters of a single design built and installed in so short a time.

RCA experience in AM, FM and Television — plus world-wide organization — paved the way!



The RCA 50 KW short-wave transmitter of Radio Nacional, Rio de Janeiro, Brazil. This transmitter is high-level modulated, uses audio, modulator and control circuits similar to those of the RCA 50-E transmitter. Two complete r-f units provide for instantaneous frequency change-over. Other features similar to broadcast design include walk-in construction, front-access doors, and streamline styling.

"HEY MAC-- GET IN ON THIS!"

Service Men . . .

KEEP SENDING THOSE LETTERS!

"Bill Halligan says that all the contest entries he's received so far have been *swell*—he wants *more* letters tellin' about actual experiences with *all* types of Radio Communications equipment built by Hallicrafters including the SCR-299!"

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of November, December, January, February and March. (Deadline: Midnite, the last day of each month.)

For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain.

Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-Mail letters will do.

Military regulations prohibit the publication of winners' names and photos at present . . . monthly winners will be notified immediately upon judging.

BUY MORE BONDS!

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

NOW YOU CAN REACH AMERICA'S MOST ACTIVE NEW MARKET

ALASKA

THINGS are really happening in Alaska. Much of the amazing development is a military secret. You'll have to wait until we win the war to hear about it. ★ It is no secret, however, that the population of Alaska is many times as large as it was three years ago and will be larger after the war. ★ With the completion of the Alaska Highway which brings Alaska within a few days drive from any part of continental United States, the Territory has suddenly become a rich new market which progressive advertisers are losing no time to capture. The ground work laid today will determine the new buying habits of Alaskans for the next generation. ★ New airports, new airlines, a projected railroad, new ship service, will make Alaska the fastest growing spot on the American continent. ★ Alaskan men and women buy nearly four times as much merchandise per capita as your neighbors in the States. Wages are high and money is plentiful. Nowhere in the world do folks depend so completely upon their radio stations for news and entertainment. And they show their appreciation by buying the advertisers' merchandise. ★ A test campaign will convince you. The cost is low, the results truly startling. Wire or write for availabilities.

★ ★

If you have any questions regarding Alaska, don't hesitate to write me. We have eight men in our Seattle office who know the Territory thoroughly. Between us, we can dig up the information you request, whether it pertains to radio, bear hunting, steamship schedules, the weather, salmon fishing or gold mining. ★ By the way, I have a few hundred additional copies of the Annual Pictorial Edition of Alaska Life, which I publish. It's just off the press and, I believe, gives a rather complete analysis of Alaska in 1943. If you'd like a copy just send me your request on your company stationery.

KINY

5000 Watts Juneau

KTKN

1000 Watts Ketchikan

★ ★

KINY-KTKN Programs Released through cooperation with U.S. Army:

BING CROSBY
RED SKELTON
FRED ALLEN
ALBUM FAMILIAR MUSIC
JOHN CHARLES THOMAS
HARRY JAMES
FRED WARING
ALDRICH FAMILY
BURNS AND ALLEN
HOUR OF CHARM
YARNS FOR YANKS
SPOTLIGHT BANDS
KAY KYSER
MELODY ROUNDUP
FIBBER McGEE
HIT PARADE
ONE NIGHT STAND
ANDRE KOSTELANETZ
SAMMY KAYE
FAMILY HOUR
PAUL WHITEMAN
TOMMY DORSEY
FITCH BANDWAGON
CHARLIE McCARTHY
CONTENTED HOUR
MAXWELL HOUSE SHOW
YANK'S SWING SESSION
GREAT GILDERSLEEVE
DUFFY'S TAVERN
DINAH SHORE
COMMAND PERFORMANCE
BOB CROSBY

EDWIN A. KRAFT

ALASKA RADIO HEADQUARTERS

708 AMERICAN BUILDING SEATTLE 4, WASHINGTON

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

WALTER GUILD

Partner, Garfield & Guild Advertising, San Francisco

Says—"A station list in a spot broadcasting campaign is like a connoisseur's dinner—carefully selected for maximum satisfaction!"

●Nice going, Mr. Guild! And like that same dinner, it will exactly fit both the customer's appetite *and* pocket-book!

●The "menu" at the right offers just such a connoisseur's choice, by the way. It includes some 50,000 watters, and some very juicy selections of regional stations in particularly favorable markets. There are "farm" stations, metropolitan stations, all-coverage stations that dominate entire states and territories. . .

●Some of the smartest advertisers and agencies in the nation often make a complete selection from that one list. If you'll tell us your wants, we'll make some tasty suggestions.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
KFAR . . . . FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 · NEW YORK: 444 Madison Ave. Plaza 5-5180 · SAN FRANCISCO: 111 Sutter Sutter 4353 · HOLLYWOOD: 1511 N. Gordon Gladstone 5919 · ATLANTA: 122 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 7 WASHINGTON, D. C., FEBRUARY 14, 1944 $5.00 A YEAR—15c A COPY

Jett Nomination Is Confirmed by Senate

FCC 7-Man Agency As Payne Post Is Filled

WITH CONFIRMATION last Friday by the Senate of E. K. Jett to serve as a member of the FCC, the Commission this week will resume functioning as a seven-man agency for the first time in seven months. Lt. Jett, chief engineer since 1938, succeeds George H. Payne, who had served since the FCC was created in 1934. Nominated as an Independent, Mr. Jett's political faith had been questioned because he had never voted in a state or national election.

The Senate Interstate Commerce Committee reported the Jett nomination favorably with only two dissenting votes following a 20-minute open hearing last Wednesday. The nomination promptly was reported to the Senate that day with unanimous confirmation on Friday. The term is for seven years from June 30, 1943.

The opposition to Mr. Jett was less violent than expected, in view of the election year, the House investigation of the FCC, criticism of the Commission's war activities, and the fact that he had served on the Commission and its predecessor, the Federal Radio Commission for 15 years. Ewell Kirk Jett will be 51 on March 20. He was born in Baltimore and served in the Navy for 18 years, through enlisted and commissioned ranks. He joined the old Radio Commission in 1929, after retirement from the Navy, and has never broken his continuous Government service.

Rich Experience

At the brief hearing Wednesday, Mr. Jett was paid high tribute by Senator White (R-Me.), acting minority leader, who said he knew no one possibly available who has a richer experience or greater ability for the FCC post. Senators Gurney (R-S.D.) and Reed (R-Kans.) questioned Mr. Jett's failure to register or vote, despite the fact that he had been a resident of Chevy Chase, Md., Washington suburb, for a decade. Mr. Jett explained that he felt the circumstances surrounding his situation were "peculiar" since he had spent nearly a score of years in the Navy and afterward had served continuously with the former Radio Commission and the FCC in engineering capacities.

Mr. Jett's nomination was called before the Senate in executive session initially last Thursday. Acting Minority Leader White, however, said that while he personally was in favor of the confirmation, there were Republican members who "might want to say something about it." He therefore asked that the nomination be passed over. Confirmation came at the executive session the following day.

With Mr. Jett's confirmation, the FCC now is made up of four Democrats (Fly, Craven, Walker and Durr) two Republicans (Case and Wakefield) and one Independent. Mr. Jett asserted his political faith actually was "independent" by virtue of the fact that he had never voted. He told the committee he had always felt that the engineering department of the Commission "should be absolutely free from politics."

Mr. Jett probably will take the oath of office this week—as soon as his commission is forwarded from the White House. While there has been some speculation about his successor, it was not expected that the appointment would be made for some days. Among those mentioned as logical successors, if the chief engineer's post is filled by promotion, are George P. Adair, assistant engineer in charge of broadcasting; George E. Sterling, assistant chief engineer in charge of the Radio Intelligence Division; and Philip P. Siling, chief of the International Division.

COMMISSIONER JETT

Questions regarding purported domination of the FCC by Chairman Fly were raised during Mr. Jett's appearance. Senator Tobey (R-N.H.) observed that he had heard that the FCC was a "one-man band" and that Mr. Fly was surrounded by "good timid men, or timid good men."

"Will you be independent?", asked the New Hampshirean.

Replying affirmatively, Mr. Jett said that at no time had Chairman Fly "ordered me how to run my department".

Anent 'Influence'

In the same vein, Chairman Wheeler said he hoped Mr. Jett would not be "dominated" and that "you will stand up for what you think is right and not be led around either by the industry, or some of the commission or by BROADCASTING itself."

Before leaving to attend another committee meeting, Senator White inferred there would be no organized Republican opposition to the Jett confirmation. He said, "I have known of his technical knowledge, his engineering skill, and I have known of his services at the Commission, and of the intimate association he has had with the entire broadcasting industry of this country during those years of service there. I have known also of his experience in the international field. It seems to me there is no one possibly available now who has had a larger experience with respect to international communications or who has a wider and sounder knowledge of the problems that are soon to be presented to us as a committee and to the Congress than Mr. Jett.

"I have known that he is a man of ability, integrity, and character. I am for his confirmation, and if there is a vote to be held this morning, I ask the chairman to record my vote for his confirmation."

Senator Gurney said he was fa-

(*Continued on page 70*)

WPB Considers Closer Check On Retail Broadcast Selling

A CLOSER check on radio commercials, as affected by last July's declaration of policy on retail promotion policies and practices with respect to textiles and textile products, is being considered by the War Production Board, it was learned last week. No formal order, however, putting pressure on broadcasters is contemplated.

A study is being made by the Office of Civilian Requirements with the view toward amplifying its July request that textile retailers, and now possibly other retailers, refrain from "buy now" advertising appeals. [BROADCASTING, Aug. 2, 1943]. The voluntary check by newspapers on any copy which does not comply with the July 15 declaration of policy has been 90% effective, it is estimated, but the check by radio has been more loosely handled due to the nature of the medium, hence no estimate can be made of radio's compliance with the declaration.

If radio selling is weighed and found to be wanting in its voluntary enforcement of the declaration of policy, it may be that all advertising scripts will have to be scrutinized by station managements for violations, with "scare copy" extracted. The retail promotion policy with respect to textiles hit particularly such practices as: 1) "scare" advertising; 2) "buy now" advertising; 3) selling statements such as "We may not be able to get more."

It was because of such fine cooperation in the past on the part of both radio and the press that clothes rationing was averted, but in the past few months there has been a growing laxity of compliance with the declaration, it was pointed out.

Ryan May Assume Presidency Of the NAB Prior to April 1

Settlement of OWI Dispute Facilitates His Resignation from Office of Censorship

SETTLEMENT of the OWI jurisdictional dispute last week, with Elmer Davis still in the saddle, may hasten the assumption by J. Harold Ryan, Assistant Director of Censorship, of his new duties as president of the NAB. Originally planning to take over the post occupied by Neville Miller about April 15, Mr. Ryan indicated last week that he hoped to be able to move by mid-March or the first of April.

At the time of Mr. Ryan's election Feb. 2 by the NAB board of directors, OWI Director Davis and Assistant Director Robert E. Sherwood were embroiled in a controversy which resulted in widely circulated reports that the Domestic Branch of OWI might be transferred to the Office of Censorship. If that had happened, Mr. Ryan would have been disposed to remain until April 15 to participate in the new organization.

Resignation Accepted

Director of Censorship Byron Price had accepted Mr. Ryan's resignation without an effective date. Mr. Miller, who retires about Feb. 15 as NAB president after a tenure of nearly six years, was in Washington last week cleaning up his affairs. He has not announced his future plans, aside from his decision to take a vacation. Mr. Miller, an attorney by profession, retains a residence in his home town of Louisville, where he had served as mayor, as well as his home in Washington.

Disclaiming any intention of a house-cleaning at NAB headquarters, Mr. Ryan declared he has an open mind on the NAB operation. He said he would not formulate his plan of organization or procedure until he assumed the new post, but asserted there would be no summary actions. The NAB must have an executive staff, he said, and he would be in no position to judge how the organization may best function until after he has surveyed its operations at first hand.

Before Mr. Ryan sets a definite date for assumption of his NAB post, his successor as assistant director of censorship will have been selected by Director Price. Mr. Ryan was the first man to hold the radio censorship post, having been drafted shortly after Pearl Harbor for the assignment. He left his duties as vice-president and general manager of the Fort Industry Co. stations to accept the Washington call. He retains his executive post with Fort Industry and plans to return to its Toledo headquarters after filling his interim appointment, until July 1, 1945, as NAB president.

C. E. Arney Jr., secretary-treasurer of the NAB, who was named temporary managing director by the NAB board at its Chicago meeting, now is completing a tour of NAB district meetings. He will serve as acting executive head for the period during which the presidency is vacant after Mr. Miller's retirement Feb. 15. Mr. Ryan shortly is expected to appoint a committee of three members of the board to act as a temporary executive committee.

Word 'Radar' Only Now Permitted in Advertising

THE War Dept. has revised its policy to permit the use of the word "radar" in general advertising and publicity. Electronic manufacturers are advised by the Signal Corps that restrictions imposed last July [BROADCASTING, Aug. 2] have been modified to allow the use of the word only.

Caution Urged

Signal Corps officials emphasized that aside from this relaxation, the earlier restrictions on radar remain in force. They cautioned that no radar devices, equipment or component parts can be described or referred to or shown in photographs. The Office of Censorship has never objected to the use of the word "radar".

The modification was made at the request of the Radio Manufacturers Assn. to assist the electronics industry in recruiting labor.

Miller's Record as President of NAB Praised in Courier-Journal Editorial

The following editorial was published in the 'Courier-Journal', Louisville, home-town of Neville Miller, on Feb. 4. Mark Ethridge, publisher of the newspaper, served as interim president of the NAB in 1938, prior to Mr. Miller's appointment:

Neville Miller's six years as president of the NAB have been useful to the industry and to the public indirectly. The fact that he is now being supplanted is a reflection of internal politics and outside pressures, rather than any reflection upon the character of service he has given to the radio industry. Indeed, his intellectual integrity, his stubborn refusal to yield where he was sure he was right made him powerful enemies, among them the chairman of the FCC and the heads of the major networks.

Mr. Miller led the radio industry in the successful fight which broke the ASCAP monopoly—a fight in which Jeanie and her light brown hair made a major contribution. But it was a battle in the public interest, aside from the fact that it gave the radio industry a better arrangement with the authors, composers and publishers; it overturned the ASCAP hierarchy and opened the way for the new, young composers.

Under Neville Miller's guidance, the industry adopted a code which, with all its defects, certainly worked in the public interest in that it set standards for business practices and programs. There is still a long way to go, but the radio industry is more conscious of program standards than it has ever been in its history. Mr. Miller has stood manfully up to James Caesar Petrillo when fainter hearted men were inclined to cower and run when the undisputed boss of the musicians' union delivered his ultimata.

A major accomplishment, which Mr. Miller would certainly want to share with a good many others, is that there is a better chance now for this country to have a new radio law than there has been since 1934. The President asked Congress for a new law several years ago; the radio industry has been asking for a definitive law for several years. It is about to come about. It will give radio a more stable base than it has had.

Mr. Miller can have the assurance that he has done his job well and that there is nothing in the fact or in the manner of his leaving the radio industry which should make his fellow citizens any less proud of him than they were when he was mayor.

PREVIEW PERFORMANCE of Van Camp's *Luncheon With Lopez* must have been good according to the expression of the men behind the show at a recent closed circuit broadcast on Mutual when the format was explained to the sponsor's agents and representatives throughout the country. Van Camp Inc., Indianapolis, producers of Tenderoni Macaroni, started Vincent Lopez' Orchestra on 133 Mutual stations Jan. 31 in the 1:30-1:45 p.m. period on Mondays, Wednesdays, and Fridays. Grouped around the mike are (l to r): L. J. Noonan, sales manager of Van Camp's; Robert Schmid, Mutual's manager of sales promotion and research; Vincent Lopez; C. C. Culp, vice-president, and Ray Peterson, advertising manager of Van Camp's; Sherwood Smith, president of Calkins & Holden, New York agency.

Tax Clause Frees Duopoly Transfers

Revenue Bill Proviso Stays In Final Approved Draft

STATIONS transferred or sold under the FCC "duopoly" rule (84-A), which bans multiple ownership, will be exempt from capital gains tax under an amendment to the Revenue Act of 1943 (HR-3687), passed last Monday in the House and Senate.

Introduced last Dec. 16 by Sen. Bennett Champ Clark (D-Mo.), the amendment was inspired, Sen. Clark said, because of the forced separation of KGBX and KWTO Springfield, Mo., which were under mandate by the FCC to separate by last Jan. 1 [BROADCASTING, Dec. 27, 1943].

Applies to 1943

Although House conferees rewrote portions of the original amendment, its substance remains unchanged. It was understood that the Treasury Dept. approved the provision in view of the FCC regulation which provides that the multiple ownership ban becomes effective at midnight May 31.

The amendment, under Sec. 112 of the Act, shall be applicable to taxable years beginning after Dec. 31, 1942. Following is text of the law as finally passed:

(m) GAIN FROM SALE OR EXCHANGE TO EFFECTUATE POLICIES OF FCC—If the sale or exchange of property (including stock in a corporation) is certified by the FCC to be necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting stations, such sale or exchange shall, if the taxpayer so elects, be treated as an involuntary conversion of such property within the meaning of subsection (j) of this section. For the purposes of subsection (f) of this section as made applicable by the provisions of this subsection, stock of a corporation operating a radio broadcasting station, whether or not representing control of such corporation, shall be treated as property similar or related in service or use to the property so converted.

The part of the gain, if any, upon such sale or exchange to which subsection (f) of this section is not applied shall nevertheless not be recognized if the taxpayer so elects, to the extent that it is applied to reduce the basis for determining gain or loss upon sale or exchange of property, of a character subject to the allowance for depreciation under section 23(l), remaining in the hands of the taxpayer immediately after the sale or exchange, or acquired in the same taxable year. The manner and amount of such reduction shall be determined under regulations prescribed by the Commissioner with the approval of the Secretary.

Any election made by the taxpayer under this subsection shall be made by a statement to that effect in his return for the taxable year in which the sale or exchange takes place (or, with respect to taxable years beginning before Jan. 1, 1944, by a statement to that effect filed within six months after the date of the enactment of the Revenue Act of 1943 in such manner and form as may be prescribed by regulations prescribed by the Commissioner with the approval of the Secretary) and such election shall be binding for the taxable year and all subsequent taxable years.

Trammell on Council

NILES TRAMMELL, NBC president, has been made a director of the War Advertising Council, succeeding Paul W. Kesten, CBS executive vice-president, as radio's representative on the Council board.

Let the Banks Tell How Broadcasts Sell

Financial Firms Find the Air Medium An Effective Sales Agent

Banks are rapidly turning to radio, and liking it. Their stories of successful use of the medium are exchanged inside the banking business through the Radio Advertising department of the monthly Bulletin published by the Financial Advertisers Association. In recent issues of the Bulletin, Rod MacLean, editor of the Radio Department, tells several stories of banks and their air experiences. They are stories that the radio salesman can show his local banker. Mr. MacLean's stories, printed herewith, are based on replies to a questionnaire he sent to banks some months ago. The Bulletin article follows:

FIRST experience comes from E. L. Pearce, vice-president of Union National Bank, Marquette, Mich. Mr. Pearce has this to say about his bank's radio activities:

"Our appropriation for radio advertising runs approximately $2,000 per year. We have a news broadcast, using Associated Press news, for ten minutes at 12 each noon except Sundays. We have a spot announcement at 6:30 p.m. and at 9:30 we have a 15 minute program with summary of the day's news, in which we have the Associated Press facilities of the local station, WDMJ, owned by the *Daily Mining Journal*. We of course have a commercial 'plug' in the noon and evening broadcasts and furnish our own copy.

"On Sunday noon, instead of the news broadcast, we have a ten-minute program of *Service of Prayer* for the boys from this community who are in the armed forces of the country. This is conducted by one of the local pastors. The only mention of our connection with this is that the *Service* is conducted under the auspices of the Union National Bank.

Richmond Experience

"In our 'plugs' we cover the full range of our facilities and change the copy from time to time. Our sole object is to keep our name and services before the public. We feel that we are getting satisfactory results and the best evidence of this is the fact that we have been on this schedule now for approximately three years."

Next contributor is John C. Davis, assistant vice-president of State Planters Bank & Trust Co., of Richmond, Va. Mr. Davis says:

"On Richmond's 50,000 w station, WRVA, we have 50-word spot announcements on Monday, Tuesday, Thursday, Friday and Saturday at 8:00 a.m. between the Standard Oil of New Jersey five-minute newscast and the CBS roundup of world news. At 2:30 p.m. each Sunday we have a 50-word spot announcement immediately preceding the *World News Roundup*. WRVA is the Columbia System's outlet in Richmond and does a fairly good job of covering the whole State of Virginia.

"On WMBG, the Richmond NBC outlet with 5,000 w, we have 60-word announcements on Tuesday, Thursday and Friday immediately following the John W. Vandercook *World News Roundup* at 7:15 p.m. and on WRNL, the local Blue Network outlet of 5,000 w we have 50-word announcements at 7 p.m. on Monday and Wednesday just before the newscast of Fulton Lewis jr.

Outranks Newspapers

"We are using radio as an integral section of our advertising structure which is composed of all recognized media and we consider it an effective medium in advertising mass services.

"Our experience with radio has led us to increase the time purchased considerably. At this particular date we are spending about 20% of our entire budget on this medium. I might add that we confine all of our advertising on radio to one subject such as personal loans, bank money orders, savings, etc., for stated periods, usually eight weeks, and we have noted that the increase in volume accelerates in that particular field as the advertising progresses."

Gets Results

In Cleveland, H. J. Wills, Manager of the Central National Bank's public relations department tells us what his organization floats over the air waves and what comes of it. Mr. Wills:

"As an FAAccomplice, I shall be glad to set down some observations regarding our radio programs. As you may or may not know, we have been an occasional user of radio for the past five or six years. Our earliest program was a five-minute presentation entitled *Empire Builders* which were historical sketches of widely known world personages. These broadcasts were reprinted in pamphlet form and today we still receive occasional requests for the entire series.

Service Program

"At the present we are doing a five-minute broadcast entitled *Let's Write a Letter*, distinctly of the service type, in which we suggest

(*Continued on page 60*)

BACK AT FAMILIAR microphone of WJR Detroit is Lt. Tom Harmon, who recently made his first broadcast upon returning from China where he was reported missing for 32 days after bagging two Zeros and bailing out of his flaming P-38. Lt. Harmon told L. J. Fitzpatrick, WJR v-p, that he hoped to get back on the air as soon as possible after the war. After his great football career at Michigan, Harmon joined WJR in 1941 as sports announcer before enlisting in the Army.

Healy Asks Advertisers to Make War Messages 'More Vital, More Dynamic'

OFFICE of War Information will ask advertising to perform "only jobs which will contribute directly toward winning the war," George W. Healy, OWI director of domestic operations, last Thursday told a dinner meeting of some 400 advertising copywriters and artists at the Hotel Roosevelt, sponsored by the New York Council, American Assn. of Advertising Agencies, in cooperation with the War Advertising Council. Charles L. Whittier, vice-president, Young & Rubicam, presided.

Declaring that while the help the advertising industry has already given the Government is "unprecedented in any emergency in any nation" it is still not enough, Mr. Healy urged the creative people to make advertising's war messages "even more vital, more dynamic and more persuasive than they have been so far.

Praise for Advertising

OWI, he said, "will give you every bit of information we can assemble to facilitate your work. More important as to what kind of jobs we and the council shall ask you to do, we shall plan for you and expect you to perform only jobs which will contribute directly toward winning the war".

Mr. Healy paid tribute to the WAC in mobilizing advertisers, agencies, and media on the home front. "In dedicating its money, its energy and its superb talent to the task at hand", he said, "advertising has given eloquent proof that enterprise exists and democracy works".

OWI's work with the Council, he continued, "has been, and is, one of the outstanding examples of team-work between business and Government. Born out of a common urge to help the war, the close-working relationship between CWI and the Council stands out in bright contrast to the jealousies and bickerings of pressure groups and the 'gimmie mine' boys".

Bragging Resented

William J. Caldwell, BBDO copy writer and twice-wounded veteran who served with both the RAF and the U. S. Air Forces, reported that the fighting forces deeply resent "the enormous amount of bragging that runs through much copy in war advertisements." Pointing out that the 10,000,000 men in the services are future customers and that "it is important not to get their backs up against you and the people for whom you are advertising while they are away," he continued.

"When you publish an ad on the part your product is playing in that war, please be sure to mention the men. After all, war is not much different whether you are fighting with a tomahawk or a bazooka. Machines change but men still have to do the fighting. Sometimes, you know, they help as well as so-and-so's gimcracks. Please give credit to the men who are bringing victory nearer, which is too often claimed for the product alone. And give them credit in the first paragraph."

T. S. Repplier, general manager, WAC, presented a series of slides showing the advertising space contributions of prominent advertisers to war messages, also paying tribute to the work of radio writers and producers. Reporting that currently advertising support of war themes is running at the rate of more than $300,000,000 annually, compared with about $200,000 for all of World War I, he urged advertising men not to feel smug, adding "if advertising has taken off its coat, it certainly has not yet spit on its hands."

Carlton Spier, copy chief of BBDO, offered examples of product ads with war themes incorporated into the advertisers own story.

Showing of the film, "War Department Report," concluded the meeting.

Probe Denies FCC 'Brushoff' Charges

Fly Criticizes Methods Of Garey In Two Letters

By BILL BAILEY

A BARRAGE of charges that the House Select Committee to Investigate the FCC was giving the Commission the "brushoff", followed by denials and countercharges, last week featured the Congressional investigation of the Commission. Beginning Tuesday the Committee heard Donald Flamm, former owner of WMCA New York, unfold his story of what he termed a "forced sale" of the station in December 1940 to Edward J. Noble, now chairman of the board of the Blue Network Co. (see page 28).

FCC Chairman James Lawrence Fly touched off the fireworks when he loosed a double-barreled criticism of Committee Counsel Eugene L. Garey in two letters to Chairman Clarence F. Lea (D-Cal.). A hectic week in which words flowed freely, both verbally and written, was climaxed Friday when the American Civil Liberties Union telegraphed its indignation that the FCC was not getting "fair" treatment at the hands of the Committee.

"Propaganda Mill" Charged

On Feb. 4 Chairman Fly wrote Chairman Lea, charging that Committee counsel "deliberately" delayed the presentation by FCC of its answer to charges so far made as a move to deprive the Commission of $1,600,000 which had been cut by the House from its appropriation for the 1945 fiscal year.

The *Washington Post*, which has consistently criticized the Committee, called on Speaker Sam Rayburn (D-Tex.) and Chairman Lea to fire Mr. Garey.

On Feb. 5 David Lawrence, Washington columnist, devoted his column to that portion of the investigation in which letters from the Joint Chiefs of Staff and the Secretaries of War and Navy recommended to the President that radio intelligence activities be transferred from the FCC to the military.

Under date of Feb. 6 Chairman Fly fired his second barrage at Mr. Garey in a letter to Chairman Lea, charging the Committee counsel with writing Mr. Lawrence, "attacking the President of the United States", and carrying on an "undercover propaganda mill".

The *Washington Post* blasted Mr. Garey editorially and again called upon Speaker Rayburn and Chairman Lea to take action, commenting that to "ignore" the charges made by Mr. Fly against Mr. Garey "would constitute an insult from the House to the President".

Chairman Lea expressed displeasure with the *Post* editorial and declared that Mr. Garey had not written Columnist Lawrence, but that Mr. Lawrence had gotten his information from the public record. Mr. Lea also denied the "propaganda mill" charges leveled by Chairman Fly.

On Feb. 5 Franklin S. Wood, attorney for Mr. Noble, wrote members of the Committee protesting against public hearings in the WMCA sale while litigation is pending in New York. He followed that letter last Thursday with telegrams, addressed to the Committee, in which he said: "I again formally protest against his (Mr. Flamm's) abuse of your Committee's public position for his private purposes." Published reports said Mr. Wood wired Speaker Rayburn but the Speaker said Friday:

"If I've got any wires I don't know it. I haven't seen any. Mr. Fly sent me copies of the letters he sent Mr. Lea, but I'm not making an investigation. I appointed a committee to do that. I'm not going to do anything about it. That's the committee's job."

On Feb. 10 Mr. Lawrence devoted another column on the controversy, commenting: "It would be a sorry day for free government in America if a Congressional committee or its representative did not dare to call to the attention of the press evidence in the record of the committee".

The American Civil Liberties Union last Friday announced it had wired Speaker Rayburn and Chairman Lea protesting "that the FCC representatives have not been given a chance to testify in answer to recent grave charges". The Union called on Speaker Rayburn to use his "influence to see that the hearings are fairly conducted" and scored the "attitude and methods" of Mr. Garey.

Rep. Richard B. Wigglesworth (R-Mass.), Committee member, said: "In due time the Commission will have a chance to be heard. We offered Mr. Fly that opportunity last summer but when he appeared before the Committee he refused to talk. We had telegrams protesting the investigation into the WMCA sale, but the Committee plans to go ahead with its scheduled procedure so far as I know."

Rep. Hart (D-N. J.), an attorney and Committee member, said he had received a copy of the letter sent to Chairman Lea by Mr. Wood and had received a telegram from Mr. Wood Thursday. "Before I make a decision I want to give it some study from a legal standpoint," said Rep. Hart. "I can easily understand why a lawyer for a defendant wouldn't want to expose his case before a court of law hears it and I think Mr. Wood's protest has some merit."

Rep. Miller (R-Mo.), also of the Committee, said: "Our job is to investigate the FCC. A lawsuit in New York is no reason why we should hold up our investigation. We're going to conduct a thorough investigation of the FCC and we're going to get to the bottom of WMCA and other cases."

Rep. Magnuson (D-Wash.), fifth member of the Committee, has been out of the capital on a special mission in Alaska since early this year.

Chairman Lea was not available Friday, due to the death of a brother, but earlier in the week he said Mr. Fly's charges were unfounded.

"Mr. Fly is wrong," said Chairman Lea. "When Mr. Garey told me he had not written to David Lawrence, I called Mr. Lawrence. He told me he had not received any letter from Mr. Garey but that he had gotten a copy of the public record." Asked if he planned to reply to Chairman Fly's accusations, Mr. Lea said:

"I was inclined to drop it. I don't believe such things should be given wide publicity. There is no evidence that I can find where Mr. Garey or anyone else connected with the Committee has conducted a 'propaganda mill' as Mr. Fly claims. If the Committee wants to consider the Fly letters, any action will be determined by the majority. The Committee decided to go ahead with the WMCA hearing. We'll hear the FCC next."

"Deliberate Block" Charged

In the first of his letters, Chairman Fly charged that Mr. Garey was blocking attempts of the Commission to reply to "baseless charges" made before the House investigators. Chairman Fly alleged that delay in presenting the FCC's rebuttal was "'deliberately calculated to postpone our hearing at least until after the appropriation has been disposed of in the Senate".

The House a fortnight ago lopped off $1,600,000 from the Commission's request for the 1945 fiscal year, after the Independent Offices subcommittee of the Appropriations Committee conducted hearings. The Senate Appropriations Committee last Thursday began hearings on the Independent Office Bill.

Mr. Fly's letters constituted the first active part the FCC chairman has taken personally against the House Committee for some time. Commissioner C. J. Durr had demanded the resignation last fall of Rep. E. E. Cox (D-Ga.) as chairman of the Committee.

Mr. Fly's letters last week produced editorials in the *Washington Post*, the first captioned "Return to Coxism?". It said, in part: Coxism appears to be marching on in the House of Representatives." The publication called upon Speaker Rayburn and Chairman Lea to dismiss Mr. Garey.

On Feb. 5 David Lawrence's column made reference to a "letter

(*Continued on page 66*)

White, Wheeler to Consider Revised Measure This Week

PRELIMINARY conferences will begin this week between Chairman Wheeler (D-Mont.) and Sen. White (R-Me.), acting minority leader, on the revised version of the White-Wheeler Bill drafted by the Senate Interstate Commerce Committee staff following hearings in November and December. The co-authors of the bill (S-814) will confer regarding conciliation of their views preparatory to submitting the measure to the full Committee in executive session.

The bill, designed to reorganize the FCC and to spell out its duties, was the vehicle for hearings held from Nov. 3 through Dec. 16. Precise provisions of the measure probably will not be known until the Committee print is revised and considered.

Opposition by FCC

In its original form, the bill proposed separation of the Commission into two autonomous divisions —one handling broadcasting and related services and the other common carrier operations. Each division would have its own chairman, with the chairman of the FCC as executive officer and with no assigned duties on either division.

The measure has been opposed by the FCC, largely through testimony of Chairman James Lawrence Fly. Under discussion by Committee members has been a provision for rotation of the chairmanship annually; reduction of the FCC from a seven-man to a five-man commission; requirements that periodic reports be submitted to Congress by the Commission; provision of a "fine" system covering violations of regulations which do not warrant revocation proceedings, proposed by Chairman Fly; broadening of the appellate provisions to allow appeals as a matter of right, and a broad limitation on the FCC's overall authority.

Consideration also has been given, it is understood, to a "sense of the Senate" definition of the public interest concept, which might embrace expressions on such highly controverted matters as the so-called "fairness" issue on equality of time for discussion of public questions; power limitations, and appraisal of applications for broadcast facilities.

BUY ONE . . . GET THREE — *Plus!*

Some people buy WHO for its heavy primary coverage of Iowa *cities*—some for its ditto of smaller *towns*—some for its Iowa *farm* following. Whichever you want, you get *all three,* at a price you'd gladly pay for one • • • WHO is the *only* 1A clear channel, 50,000-watt station in Iowa—the only station whose .5 millivolt contour line includes or touches every county in the State. "Listened-to-most" by more Iowa people than all other Iowa commercial stations combined (see 1943 Iowa Radio Audience Survey) • • • "Such popularity must be deserved." Write for further facts—or ask Free & Peters!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

First Grants Under FCC-WPB Ruling For New Local and Booster Stations

THE FCC last Tuesday granted the first conditional construction permits pursuant to the new approval method of the FCC and the WPB for obtaining broadcast facilities involving the use of critical war material and manpower jointly announced by the two agencies Jan. 26 [BROADCASTING, Jan. 31].

A local 250 w standard station operating unlimited time on 1340 kc was authorized to Sacandaga Broadcasting Corp., Gloversville, N. Y. WRBL Columbus, Ga., was authorized to install a booster station near Ft. Benning, Ga.

Sacandaga Broadcasting is 95% owned by George F. Bissell, president and treasurer, who also is president and manager of WMFF Plattsburgh, N. Y., in which he holds 25% interest. Remaining minor interest is owned by its vice-president-secretary, T. E. Gilmore (1%), Plattsburg public accountant, and John Lafabregue (4%), executive vice-president of the Fulton County National Bank & Trust Co., Gloversville. The application stated the area was lacking adequate facilities for its local organizations, the nearest station being WGY Schenectady, a 50 kw outlet beyond the means and needs of local merchants and advertisers in Gloversville.

The Ft. Benning booster station granted WRBL which is on 1230 kc with 250 w, will synchronize with the Columbus station. It is stated that the synchronous amplifier will provide the large number of servicemen now stationed at Ft. Benning with necessary service heretofore lacking.

The FCC denied the petition of WDGY Minneapolis to correct the record and to reinstate the Commission action of July 7, 1942 which granted the station a modification of its license to operate unlimited time with 5 kw day and 250 w night. Also denied WDGY was its application for a special service authorization to operate unlimited time with 500 w after sunset at Albuquerque, N. M. during the summer months, and 250 w likewise during the winter months. The Minneapolis station now operates on 1130 kc with 5 kw day and 500 w night.

Chrysler to N. W. Ayer

FURTHER steps have been taken by Chrysler Corp., Detroit, in the reallocation of various phases of its advertising, with the appointment of N. W. Ayer & Son, Detroit, to handle a portion of its institutional advertising. J. Walter Thompson Co. relinquished the account when it became the agency for Ford Motor Co. BBDO is working on advertising plans for Chrysler's De Soto Division, but there was no confirmation of an appointment last week. The Ayer portion of Chrysler's institution promotion does not involve radio. Ruthrauff & Ryan, New York, continues to handle institutional radio—the Major Bowes program on CBS.

Wade Promoted

ALBERT J. WADE, formerly a producer in the agency of his father, Walter A. Wade (Wade Adv. Agency, Chicago), handling *Alec Templeton Time*, *Quiz Kids* and *Sach's Amateur Hour*, after a year with the Overseas Division of OWI, has been named head of OWI Overseas Division, radio department, in the Near East, with headquarters in Cairo. Prior to joining the Wade agency, he was associated with WLS Chicago as assistant continuity editor and later as director of publicity and promotion.

Gum Labs. Adds

GUM LABS., Clifton Heights, Pa. (Ivoryne chewing gum), on March 18 will add 85 Blue network stations for its Saturday afternoon *Hello Sweetheart* program, for a total of 123 outlets. The added stations will air the quarter-hour musical program in the South, Southwest and Western areas, from 5:45-6 p.m. Agency is McJunkin Adv. Co., Chicago.

Posies to WBT

IN APPRECIATION to WBT Charlotte, Carolina men in North Africa took up a collection when they heard Pvt. James W. Case, Asheville, was coming home and instructed him to buy flowers for A. D. Willard Jr., station general manager. Presentation was made in a special broadcast designed for the men. Mr. Willard thanked them and Pvt. Case reported, "Special mission completed."

OWI AIMS GUNS FROM FRISCO

Ten Transmitters Beam 700 Propaganda Shows Weekly in War Against Japs

SAN FRANCISCO has become the major base for OWI operations in an effort to sway one billion Asiatics to Allied war aims and weaken the Japanese will to fight. And as the war with the Japs has been stepped up, OWI's Pacific Bureau has kept pace by building and opening new studios on the 22nd floor of the 111 Sutter Street Building, space formerly occupied by NBC.

700 Shows a Week

First broadcasts from these completely modern quarters went on the air January 1. All shows are now aired from these studios designed and adapted for various programs. Construction will soon begin on additional studios to care for the rapidly increasing programming in the psychological warfare with the Japanese.

Nearly 700 original broadcasts a week are beamed repeatedly to Pacific target areas and friendly United Nations, driving home constantly main themes that a United Nations victory is inevitable. The broadcasts function along a propaganda line to tell the truth about the war, and to compare Allied achievements with the Jap's phony promises. These shows, ranging from five and fifteen minute newscasts and commentaries to thirty minute dramatic, discussion and music programs, are scheduled and sent out over ten transmitters to the Far East and South Pacific. The most powerful of these transmitters are KGWI KWIX and KWID. Others include KWU KWV KWY KROJ KRCA KESA and KES2.

The majority of English newscasts and commentaries are live shows, but longer productions in English and language shows are electrically transcribed and then checked for accuracy and security reasons before they are shortwaved overseas. This psychological warfare is being fought in many languages and dialects—in Japanese, English, Chinese, Burmese, Malayan, Korean, Javanese, Dutch and in ten Filipino dialects, including Tagalog and Moro. The frontal attack is beamed directly at Japan.

Heard in China

It has been proved that the San Francisco radio is heard on the far side of the Pacific by letters from occupied China, smuggled into Free China and then mailed to OWI headquarters. While OWI Pacific Bureau broadcasts can be heard by our own armed forces in the war zone, they are not designed primarily for them. That responsibility rests with the Armed Forces Radio Services of the U. S. Army, whose Army news service writes and edits newscasts, and rebroadcasts many domestic network features to all areas in designated blocks of time.

It has been proved by thorough analysis of all Japanese propaganda and from eye-witness accounts of Jap camp internees, that many Japanese depend upon OWI programs for the true progress of the war.

Buss to Direct

In charge of the San Francisco office is Owen Lattimore, deputy director of the OWI Overseas Branch directing Pacific operations. After March 1, when Mr. Lattimore will have his headquarters in Washington, Claud Buss will direct the Pacific Bureau.

Mr. Buss recently returned to the United States on the liner *Gripsholm*, having been interned in Japan since the capture of the Philippines where he was executive assistant to the American High Commissioner. He had been professor of international relations at the U. of Southern California for seven years prior to 1941 and had previously been in China for five years as vice-consul in the American Embassy. With his knowledge of Chinese and Japanese, which he acquired during his internment, Mr. Buss is considered especially suited for his new post.

Serving under Mr. Lattimore in San Francisco are Charles A. Siepmann, assistant director for policy; and Kenneth Fry, assistant director for operations. Mr. Fry was formerly with NBC Chicago.

Leslie G. Hewitt, chief engineer, is acting chief of the Bureau of Communications Facilities, in charge of the Pacific Bureau. He was formerly in radio on the West Coast. Until recently, F. P. (Pete) Nelson was assistant chief at San Francisco. He installed engineering facilities there and in OWI's New York Bureau. He has returned to Westinghouse [BROADCASTING, Jan. 24].

T. G. Grondahl is chief of the Pacific Bureau news division.

MODERNIZED VERSION of the old-style horseshoe copy desk is used by members of the OWI Pacific Bureau news division to prepare editorial matter for overseas broadcast. News from the major wire services and from OWI's news room in Washington are processed by this staff of ex-newspapermen for translation into various foreign languages and for special English newscasts. Ten transmitters in the San Francisco area beam OWI programs by shortwave to the Orient and the South Pacific.

In London for WLW

CHARLES A. SMITH, dean of the London Bureau of International News Service, and chief of the INS bureau in the British capital, is the new WLW war correspondent in London, according to William Dowdell, news editor for WLW. Smith replaces Leo Dolan, resigned.

RADIO STATION W-I-T-H
IS GIVING AWAY
$6,000 IN WAR BONDS!

Unique 30-day promotion ties in with 4th War Loan Drive. It's a Natural for the Bond Drive . . . the advertiser . . . the listener and for the station.

Everybody benefits from this unusual promotion. That in itself makes it a stand-out! So to its on-the-toes programming, W-I-T-H now adds another nifty merchandising idea. Some time is available . . . but not too much. Check with us or our national representatives for the facts.

Here's How It Works For Advertisers

1. Keeps people tuned in to W-I-T-H 24 hours a day.
2. Listeners have 8 chances a day to win.
3. They can win as much as $200 a day. The total for the drive is $6,000.
4. They don't need a phone to win! Names broadcast are taken from city directory or phone book. If person is not listening to W-I-T-H . . . value of Bond goes over to next name called.
5. You get 30 days of solid listening audience.
6. W-I-T-H is the radio station that reaches more homes on a low dollar-per-listener basis.

W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE

ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

TOM TINSLEY, President

REPRESENTED NATIONALLY BY HEADLEY-REED

AFM Hears Nets Tell FM Policies

Big Basic Scale Increases Sought in N. Y., Chicago

INTERNATIONAL Executive Board of the AFM, now in session in Chicago, was given an exposition of FM broadcasting last Monday by O. B. Hanson, NBC vice-president in charge of engineering, and heard top network executives explain why they are permitting network programs to be broadcast on FM stations owned by network affiliates without any extra charge to advertisers. At the weekend the board had announced no decision as to whether the union would ask extra pay for its members for these broadcasts.

Locals' Demands

Meanwhile, network executives were considering the demands of AFM locals in New York and Chicago for new contracts to succeed those expiring Jan. 31, under which they are still operating pending agreement on the new pacts, whose terms will be retroactive to Feb. 1. Major items asked by the New York local are a 15% cost-of-living increase, retroactive to Aug. 1, 1943, an increased scale for one-time broadcasts, and that all record-turners be AFM members with a scale of $90 a week, as well as that the union be given complete jurisdiction over network music librarians.

Union also asks that staff musicians employed at WOR be increased from 40 to 65, number already employed by other network key stations in New York. Demands were presented by the union at a preliminary meeting Feb. 4, with representatives of the union and the networks to start their negotiations this afternoon [Monday, Feb. 14]. CBS, which was not represented at the first session, has straightened out its differences with the national union and will join the other networks in negotiating with Local 802.

More Musicians

Chicago AFM local is requesting that staff musicians at NBC, CBS and Blue be increased from 35 to 65, with the MBS quota raised from 32 to 40. Other Chicago demands include a two-week vacation with pay for all staff musicians; an elimination of the sustaining scale of $120 per man per week, putting all network staff men in that city at the $150 rate; an increase in scale for librarians from $75 to $90, and for assistant librarians from $60 to $75, with an additional number of librarians and assistants employed; and an increase in the scale of arrangers to put them on a par with instrumentalists.

Demand that "platter-turners" in New York be AFM members, in line with the precedent set in Chicago and St. Louis, recalled the testimony of AFM President James C. Petrillo before a Senate investigating committee a year ago [BROADCASTING, Jan. 18, 1943]. At that time Mr. Petrillo admitted that his original request for unionization of record handlers in Chicago was based on the union's employment needs rather than on any skills required by the task, as "a child could do the job". When the stations did not object to this demand, he naturally enforced it, Mr. Petrillo told the committee, adding that if they had refused it he would have withdrawn the demand.

New York union is also negotiating new contracts with the non-network stations in that city, whose present contracts expire April 1. New contracts have already been signed with WQXR and WEVD.

WAPI Technicians on Strike Without Giving Any Warning

WITHOUT warning the technical staff of WAPI Birmingham failed to appear for duty at sign-on last Friday morning and apparently went on strike. The staff of seven, including the chief engineer, had not been heard from at a late hour Friday, as BROADCASTING went to press.

Lawson Wimberley, international representative of IBEW in charge of broadcasting, told BROADCASTING late Friday he had had no advance notice of the action and was not aware of any grievance. He said he had given instructions to C. M. Baker Sr., financial secretary and treasurer of the Birmingham local, to order the men back to work, but that at a late hour not a single member of the WAPI staff had been contacted.

Asserting frankly the incident was "vexing and embarrassing to me", Mr. Wimberley said that unless the staff returned promptly, he would personally recruit a full staff. He added he was prepared to leave for Birmingham on a moment's notice.

Calls It 'Strike'

Pointing out that the IBEW contract carries specific arbitration procedure, Mr. Wimberley said he was at a loss to understand why the local did not consult international headquarters. Obviously, he declared, the action must be construed as a "strike". He said he was constrained to "denounce" the action as "indefensible".

Asserting that he had talked with Thad Holt, president and general manager of WAPI, Mr. Wimberley declared that the technical staff apparently had taken matters in its own hands. Evidently the staff had held a meeting Thursday night, at which time the decision was reached, but no information was transmitted either to the station management or to international headquarters of IBEW. One report was that the chief engineer had locked the transmitter house and taken the keys with him. The station was to have signed on at 5:30 a.m. Friday.

Mr. Holt, called by BROADCASTING late Friday, said he had received no word from any member of the technical staff. A wage and hour contract had been signed with the local on Dec. 1, 1943 and had been approved by the War Labor Board. The 5,000-watt station is a CBS outlet.

District 14 Reelects Ed Yocum as Director

ED YOCUM, manager of KGHL Billings, Mont., was re-elected NAB director for District 14 at the NAB district meeting in Denver last week. The district comprises Colorado, Idaho, Utah, Wyoming, Montana and western South Dakota.

Mr. Yocum

The two-day meeting held Feb. 7 and 8 heard C. E. Arney, Jr., acting managing director of NAB, discuss pending legislation, the music and copyright situations and other current industry problems. Lew H. Avery, NAB director of radio advertising, and Willard D. Egolf, assistant to the president, also addressed the session as headquarters spokesmen.

Resolutions were passed condemning the Bankhead bill for a 15-million-dollar newspaper advertising subsidy on War Bonds and urging greater and more intelligent use of BMI music.

GILLIN REELECTED BY 10th DISTRICT

MORE CONTROL over broadcasting by the broadcasters and less interference by the FCC was demanded by C. E. Arney Jr., NAB secretary-treasurer and acting managing director before the 10th District NAB in Omaha Feb. 4-5.

John J. Gillin Jr., president and general manager of WOW, Inc. Omaha was reelected district director. Mr. Gillin presided at the two-day convention which was attended by about 100 members from Iowa and Nebraska.

Speakers included: Carl Haverlin, vice-president of BMI; Rod Holmgren and Jerry Deane, of the regional Office of War Information, Kansas City; S. A. Spitznogal, Nebraska War Finance Office; Capt. Harry Davis of the Marines; Lt. Comdr. R. Q. White, public relations officer for the 9th Naval District, Chicago; Lt. Col. Robert Reed, public relations officer for the 7th Service Command, Omaha; Maj. Gen. Clarence H. Danielson, commanding officer of the 7th Service Command, Omaha; William Jeffers, president of the Union Pacific Railroad.

AT HEAD TABLE during luncheon session of the 10th NAB District meeting were broadcasters, as well as civic and military officials. Above are (l to r) Hugh Feltis, general manager, Central States Broadcasting Co.; Arthur Church, KMBC Kansas City; C. E. Arney Jr., NAB secretary-treasurer and acting managing director; Mayor Dan P. Butler, Omaha; Maj. Gen. Clarence H. Danielson, commander of the Seventh Service Command. At right are John J. Gillin Jr., president and general manager of WOW, and William Jeffers, Union Pacific president.

William B. Ryan Named 16th District Director

WILLIAM B. RYAN, general manager of KFI-KECA Los Angeles, was elected director of the 16th NAB District at the district meeting in Los Angeles. He succeeds Calvin J. Smith, of KFAC.

Mr. Ryan

Legislative activities of the NAB were reviewed by C. E. Arney Jr. secretary - Treasurer and acting managing director. Carl Haverlin, BMI, warned that broadcasters must align themselves more closely with BMI to offset competition from ASCP. Frank Chizzini, NBC Thesaurus, reviewed the Petrillo controversy.

Lew H. Avery, director, NAB Bureau of Radio Advertising Director, gave a resume of the retail promotion committee plan. Ned

(*Continued on Page 67*)

One of a series showing AMPEREX tubes in the making

WHY

AMPEREX

WATER AND AIR COOLED
TRANSMITTING AND RECTIFYING TUBES

Original ***Amperex*** design and construction refinements result in trouble-free performance of ***Amperex*** tubes . . . effecting natural economies in the operation of transmitting equipment. With replacements difficult to obtain, the extra hours of life inherent in ***Amperex*** tubes are often "priceless." To engineers, everywhere, this ***"Amperextra"*** factor of longevity is the major consideration.

HASTEN THE PEACE...BUY ANOTHER WAR BOND TODAY

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET • BROOKLYN 1, N. Y.

Broadcasters in Canada Hold Annual Convention at Quebec

United States Industry Taking Active Part in Discussion of Wartime Operating Problems

INDEPENDENT Canadian Broadcasters will meet in Quebec this week (Feb. 14-16) at the Chateau Frontenac, made famous by the Churchill-Roosevelt conference last summer, to discuss wartime problems as well as problems of relations with the Canadian Broadcasting Corp. It is the fifth wartime convention of the Canadian Assn. of Broadcasters, the tenth annual meeting since its rejuvenation in 1935. A complete report of the proceedings will be carried in the Feb. 21 issue of BROADCASTING.

Advance registrations show it the best attended of the CAB conventions, with numerous representatives of stations and also advertising agencies and other branches of the industry.

Americans Attend

As in recent years, numerous American broadcasters and those allied with the industry are expected to attend. Guest speakers from the U. S. include Matt Chappell, research director of C. E. Hooper Limited, who will speak at the opening day's luncheon; Dr. James R. Angell, former president of Yale, and now NBC public relations advisor, who is speaker at the annual dinner Tuesday evening; Col. B. J. Palmer, WHO Des Moines, who speaks on "Radio Salesmanship" Tuesday afternoon; Paul Chamberlain, sales manager GE's FM division, Schenectady, who is Wednesday morning speaker at the FM session. Canadians addressing the convention are: J. W. Clark, director-in-chief, public relations, Canadian Armed Forces, who has just returned from the Italian war zone, and J. G. Turgeon, chairman of the Parliamentary Reconstruction Committee, luncheon speakers.

Chairman of the convention is Harry Sedgwick, CFRB Toronto, on loan as director of the New York office of the Canadian Wartime Information Bureau. Open meetings are being held Monday morning, Tuesday afternoon and Wednesday morning. Closed meetings will concern relations with CBC, standardization of rate structure which has been in use to a large degree this past year, treasurer's report, programming, ways and means of increasing effectiveness of commercial continuity, report on the public relations committee and the work done on identifying stations as local community enterprises.

Social functions of the convention include a dinner by the CAB directors on Sunday for visiting American broadcasters prior to the opening of the convention, a cocktail party by Canadian Marconi Co., and dinners Monday evening for stations by rep firms, All-Canada Radio Facilities, and Stovin & Wright.

CAB directors met on Feb. 12 at Quebec, and the new directorate meets on Feb. 17 after the convention.

A large number of American agency executives are attending this year for the first time, to study the Canadian plan for a Bureau of Broadcast Measurement. Principal agencies doing business in Canada are represented. Inauguration of the BBM is one of the major features to be debated at the closed sessions of the convention. The committee of agencies, advertisers and broadcasters which has been working on the formation of the BBM for the past two years, now has a plan to submit, in which American agencies have shown considerable interest, according to committee members.

The plan [BROADCASTING, Dec. 20], envisages a standard form for obtaining coverage data by an independent survey organization, stations paying a fee based on a card rate time to be decided to carry the survey, which will be audited by the committee of the agencies, advertisers and broadcasters. The survey plan is somewhat similar to that used by CBS.

PRESIDES AT CAB

GLEN BANNERMAN

ADVANCE CAB REGISTRATION

LIST of advance registrations for Feb. 14-16 convention of the Canadian Assn. of Broadcasters at the Chateau Frontenac, Quebec, follows:

J. L. Alexander, Toronto.
Mr. and Mrs. R. J. Avery, Ronalds Adv. Agency Ltd., Toronto.
A. E. Allen, Canadian Pacific Railway, Montreal.
Mr. and Mrs. C. E. Arney Jr., NAB, Washington.
L. Arbuthnot, Young & Rubicam, New York.
T. L. Anderson, Cockfield Brown & Co., Toronto.
Guy Beaudry, Press News Ltd., Montreal.
Geo. Bourassa, CKCH Hull, Que.
Mr. and Mrs. L. W. Bewick, CHSJ St. John, N. B.
H. C. Buchanan, CHAB Moose Jaw, Sask.
Miss M. Brown, *Marketing*, Toronto.
J. W. B. Browne, CKOV Kelowna, B. C.
A. C. Ball, *Canadian Advertising*, Toronto.
Norman Botterhill, CJOC Lethbridge, Alta.
R. M. Brophy, CFCF Montreal.
C. L. Berry, CFGP Grande Prairie, Alta.
V. Bernard; G. S. Bennett; G. D. Brooks; Glen Bannerman, CAB, Toronto.
J. Beardall, CFCO Chatham, Ont.
Major W. C. Borrett, CHNS Halifax.
Wm. Coates Borrett, CHNS Halifax.
W. D. Byles, Spitzer & Mills, Toronto.
Lt. G. Burwash, Royal Canadian Navy, Radio Liaison.
E. L. Bushnell, CBC Toronto.
Claude Cain, BUP Montreal.
W. T. Cranston, CKOC Hamilton, Ont.
J. E. Campeau, CKLW Windsor-Detroit.
H. A. Crittenden, CKCK Regina, Sask.
N. P. Colwell, Joseph Hershey McGillvra, Chicago.
J. K. Cooke, CKGB Timmins, Ont.
Richard Connor, MBS, New York.
M. Chappelle, C. E. Hooper Ltd., New York.
Paul Chamberlain, General Electric Co., Schenectady.
C. S. Chapman, CKNB Campbellton, N. B.
H. R. Carson, All-Canada Radio Facilities, Calgary.
G. C. Chandler, CJOR Vancouver.
M. Carpenter, Compton Adv., New York.
A. M. Cairns, CFAC Calgary.
Spence Caldwell, CJBC Toronto.
Vernon Dallin, CFQC, Saskatoon, Sask.
Wilfrid Dippie, Radio Representatives, Montreal.
Walter Dales, CJAT Trail, B. C.
Maj. and Mrs. R. A. Diespecker, Canadian Army, Radio Liaison.
J. de Lotbiniere, British Broadcasting Corp., Toronto.
Walter P. Downs, Montreal.
M. J. Duggan, Press News, Toronto.
F. H. Elphicke, CKWX Vancouver
M. Elliott, Canadian Marconi Co., Montreal.
W. E. Elliott, Elliott-Haynes, Toronto.
C. L. Egner, NBC New York.
T. A. Evans, CAB, Toronto.
J. Finlay, CBL Toronto.
Dr. A. Frigon, CBC Montreal.
Hector Fontaine, Canadian Advertising Agency, Montreal.
Dr. G. M. Geldert, CKCO Ottawa.
Henry Gooderham, CKCL Toronto.
G. Gaetz, CKRC Winnipeg.
John J. Gillin Jr., WOW Omaha.
R. H. Geary; M. Goudrault, CBC, Montreal
Paul Haynes, Elliott-Haynes, Montreal.
Burt Hall, All-Canada Radio Facilities, Montreal.
G. S. Henry, CJCA Edmonton.
J. G. Hyland, CJIC Sault Ste. Marie, Ont.
Kolin Hager, WGY Schenectady.
Wm. N. Hawkins; A. Head, J. Walter Thompson Co., Toronto.
Dr. Charles Houde, CHNC New Carlisle, Que.
L. A. B. Hutton, Canadian National & Canadian Pacific Tel.
G. F. Herbert, All-Canada Radio Facilities, Toronto.
A. Hugh Joseph, RCA Victor Ltd., Montreal
H. Jackson, Russel M. Seeds, Chicago.
Marvin Kirsh, *Radio Daily*, New York.
R. Keyserlingk, British United Press, Montreal.
Phil Lalonde, CKAC Montreal.
A. E. Leary, CKCL Toronto.
F. A. Lynds, CKCW Moncton, N. B.
Maury Long, BROADCASTING, Washington.
G. A. Lavoie, CJBR Rimouski, Que.
C. O. Langlois, Lang-Worth Features Programs, New York.
Richard L. Lewis, *Canadian Broadcaster*, Toronto.
G. C. Lorimer, Canadian Macaroni Co., Montreal.
M. Lefebvre, CHLP Montreal.
J. S. Lind, Dancer-Fitzgerald-Sample, Chicago.
Louis Leprohon, CKAC Montreal.
Donald Manson, CBC, Ottawa.
James Montagnes, BROADCASTING, Toronto.
E. L. Moore, CFRB Toronto.
Philip H. Morris, CFPL London, Ont.
L. Moffat, CKBI Prince Albert, Sask.
Mr. and Mrs. Chas Michelson, Michelson Transcriptions, New York.
W. E. Mason, CKSO Sudbury, Ont.
W. C. Mitchell, CKCR Kitchener, Ont.
Douglas Moseley, BUP, Montreal.
A. A. Murphy, CFQC Saskatoon, Sask.
Bernard Musnik; J. O. Maland, WHO Des Moines.
M. Maxwell, Associated Broadcasting, Montreal.
Philip Mygatt, J. Walter Thompson Co., Toronto.
W. McQuillen, Cockfield Brown & Co., Toronto.
Mr. and Mrs. J. H. McGillvra, Joseph Hershey McGillvra, New York.
R. E. McGuire, All-Canada Radio Facilities, Toronto.
R. H. McMahon, Taylor-Pearson-Carson, Calgary.
A. McKenzie, Taylor-Pearson-Carson, Calgary.
J. E. McDougall, J. Walter Thompson Co., Montreal.
F/L A. A. McDermott, Royal Canadian Air Force, Radio Liaison.
P. McGuirk, Weed & Co., Chicago.
S. Norris, Amperex Electronics, New York.
N. Nathansen, CJCB Sydney, N. S.
Mr. and Mrs. J. S. Neill, CFNB Fredericton, N. B.
W. D. Neil, Canadian Pacific Railway, Montreal.
Malcolm Neill, CBC, Toronto.
E. Otis, MBS, New York.
Mr. and Mrs. Paul F. Peter, NAB, Washington.
C. M. Pasmore, MacLaren Adv. Co., Toronto.
Mr. and Mrs. K. Peake, Morse International, New York.
John H. Part, Exclusive Radio Features, Toronto.
W. B. Parsons, NBC, New York.
B. Pollett, Compton Adv., New York.
Col. B. J. Palmer, WHO Des Moines.
B. Platt, BROADCASTING, Washington.
Stephen Phillips; Walter Powell, CBC, Toronto.

(*Continued on page 22*)

Parker to CBC

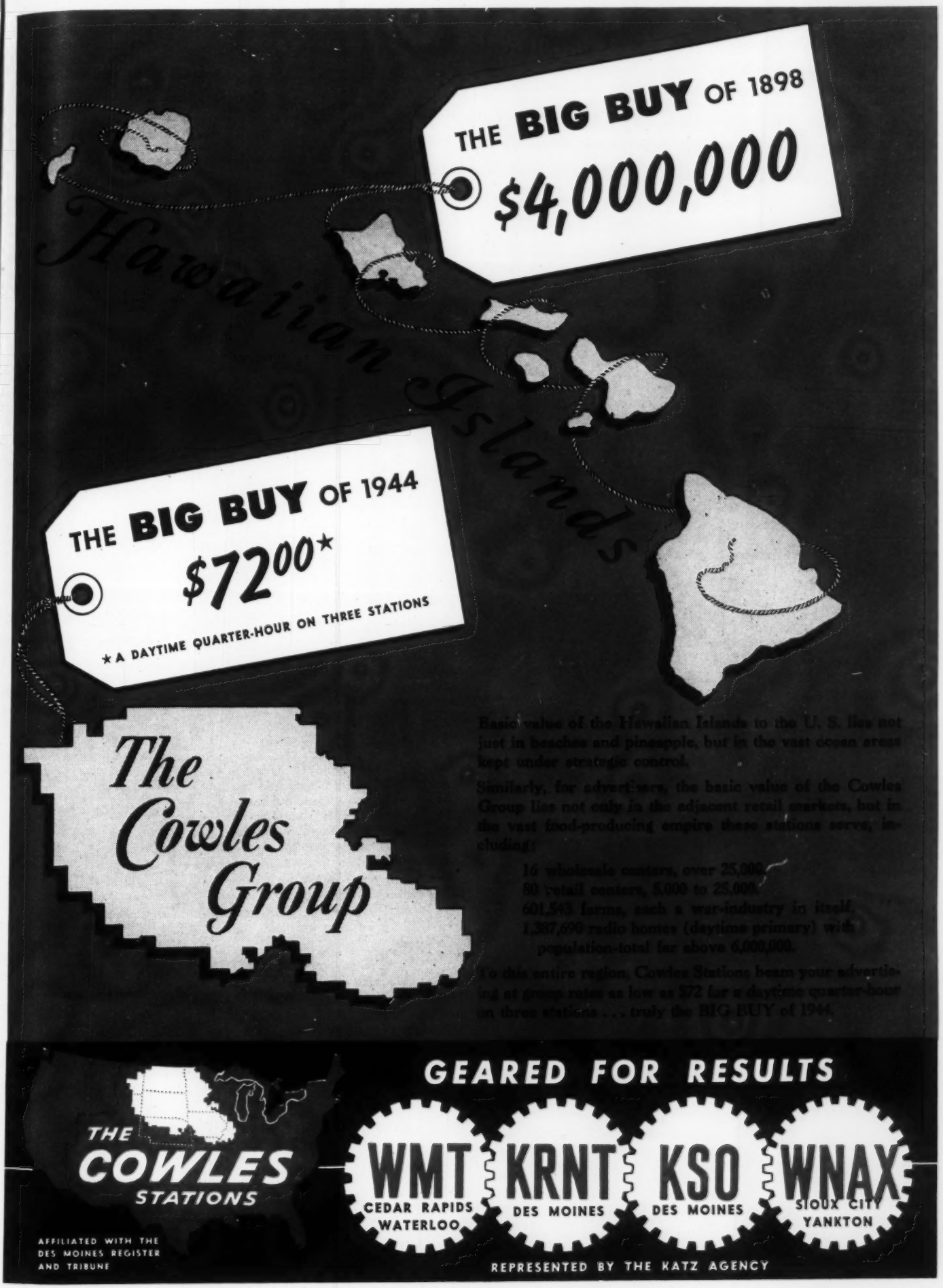
WILLIAM J. PARKER, Winnipeg, president of the Manitoba Pool Elevators, has been named to the Board of Governors of the Canadian Broadcasting Corp., filling one of two vacancies on the board. Mr. Parker is a practical farmer, a graduate of Manitoba Agricultural College, a governor of the U. of Manitoba, vice-president of the Canadian Federation of Agriculture. Other members of the CBC Board of Governors are Rene Morin, Montreal, chairman; J. W. Godfrey, Halifax; Very Rev. W. E. Fuller, Saskatoon; Dean Adrien Pouliot, Quebec; Howard B. Chase, Montreal; Mrs. T. W. Sutherland, Revelstoke, B. C.; and F. J. Crawford, Toronto.

CJOR Joins CBC

CJOR Vancouver has been added to the Canadian Broadcasting Corp. Dominion network, replacing CKWX Vancouver, the CBC announced. Change was made following the recent CBC board of governors meeting at Ottawa, when representations were made to the CBC Board. Reasons for the change were not announced. CJOR was originally slated for the Vancouver Dominion network outlet, but when the network began operations on Jan. 2, CKWX was officially listed as the Vancouver outlet.

Philco in Mexico

PHILCO Corp., Philadelphia, starts a half-hour live program on an 11-station Mexican network this week. The network was set up by D'Arcy Adv., Mexico City, through IT&T and Erickson Telephone Co., Mexico City, several years ago to carry Coca-Cola programs, and has since been used by other advertisers. D'Arcy Adv., agency for Coca-Cola, is handling the show for Philco.


THE BIG BUY OF 1898
$4,000,000
Hawaiian Islands
THE BIG BUY OF 1944
$72.00★
★A DAYTIME QUARTER-HOUR ON THREE STATIONS
The Cowles Group
Basic value of the Hawaiian Islands to the U. S. lies not just in beaches and pineapple, but in the vast ocean areas kept under strategic control.
Similarly, for advertisers, the basic value of the Cowles Group lies not only in the adjacent retail markets, but in the vast food-producing empire these stations serve, including:
16 wholesale centers, over 25,000
80 retail centers, 5,000 to 25,000
601,543 farms, each a war-industry in itself
1,337,690 radio homes (daytime primary) with population-total far above 6,000,000.
To this entire region, Cowles Stations beam your advertising at group rates as low as $72 for a daytime quarter-hour on three stations . . . truly the BIG BUY of 1944.
THE COWLES STATIONS
AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE
GEARED FOR RESULTS
WMT CEDAR RAPIDS WATERLOO
KRNT DES MOINES
KSO DES MOINES
WNAX SIOUX CITY YANKTON
REPRESENTED BY THE KATZ AGENCY

Stations and Nets Continue Promotion As Fourth Loan Drive Nears Completion

REPORTS on Fourth War Loan promotion activities continue to arrive as the campaign to Back the Attack with $14,000,000,000 in bonds draws to a close on Feb. 15. $5,500,000,000 Series E quota for individual subscribers rapidly was being filled last week with the aid of heightened radio promotion by local stations and the four major networks.

Ted R. Gamble, national director of the War Finance Division of the Treasury Dept., on Feb. 5 began a nightly one-minute report on bond sales and progress of the Fourth Loan over NBC. His message is broadcast nightly during the 10-10:30 p.m. period on the network until the end of the Drive.

Building up to the joint drive with the Boy Scouts of America, Feb. 8-15, NBC presented *NBC's War Bond Parade*, an hour-long midnight series featuring NBC stars and starting off with Jack Benny on Feb. 1. Under-Sec. of the Treasury D. W. Bell, speaking on *NBC's Boy Scout War Loan Rally* Feb. 5 launched the NBC-Boy Scout "mop-up" campaign. Seven "enemies" of the bond drive such as "ignorance" and "procrastinuation" have been presented in a series of seven programs picked up from a group of NBC affiliates, each of which gave a roll call of network stations in its region and reports on their bond sales, during the special feature *This is the Attack* on Feb. 8.

Kate & Eddie

Highlight of the Blue's "Bond Day," Feb. 13 was the broadcast of Philco's *Radio Hall of Fame* from the Academy of Music in Philadelphia, where 3,500 seats were to be sold for war bonds. Featuring Alex Templeton, Frederic March, Lowell Thomas, and other radio and film stars, the special Philadelphia program was presented by Emergency Aid of Pennsylvania, and the Philadelphia Merchants Retail War Bond Committee. Retailers sold tickets to the broadcast and inserted plugs in their regular newspaper space to promote the show. Allis-Chalmers Mfg. Co. purchased $1,000,000 worth of bonds for seats to a special broadcast of its Boston Symphony Orchestra program on the Blue, from Hunter College, New York, Feb. 12, and another $1,000,000 was expected to be raised.

Kate Smith almost tripled her record made during the Third Loan by selling more than $108,000,000 worth of bonds in a round-the-clock appeal made on CBS Feb. 1. Kate spent from 8 a.m. Feb. 1 to 1 a.m. Feb. 2 at the mike for the network and continued until 2:30 a.m. for the New York CBS outlet, WABC. With bond sales reports coming in like election returns to the stations, Kate gave her message on almost every program, having as guests people from all walks of life.

Eddie Cantor was likewise a one-man marathon when he lead a 24-hour campaign on KPO San Francisco, selling more than $37,630,000 in bonds over that station during the time he was on the air, with several millions more coming in following the broadcast. His total broadcasting time, entertaining before a full studio audience, mounted up to 20 hours. Aiding the star of *Time to Smile*, sponsored on NBC by Bristol-Meyers, were Edgar Fairchild, music director, and Nora Martin, vocalist, of *Time to Smile*. Last half-hour of the broadcast was shortwaved by the OWI to the AEF.

Victory Rally

General Electric Co., and the *Cleveland Press* jointly sponsored a "Victory Rally" in conjunction with the Feb. 6 broadcast of G-E's *Hour of Charm* on NBC. More than 14,000 were expected at the Cleveland concert hall. In a special tie-in with Shubert's "Ziegfeld Follies", a series of three five-minute war bond recordings have been presented on more than 72 Eastern Seaboard stations, with Milton Berle, comedian, and other members of the cast participating. Program was created by Blaine Thompson Co., agency for Shubert Theatres, New York.

Half-hour program presented each night during the Drive by WNAX Yankton, S. D., has featured bond sale reports telephoned direct to the WNAX studio by special wire from the heads of war finance committees in surrounding states and counties in the WNAX area. WHIO Dayton killed 10 foxes in a series of three different fox drives and auctioned off the pelts along with some shot gun shells and other items for a total of $34,000 in bonds. On display in the lobby and windows of the station has been a Fourth Loan exhibit of Army Air Forces equipment and captured enemy material. "Open house" was held by the outlet on WHIO-CBS Bond Way, when an estimated 5,000 persons visited the station. The early morning guests were even served coffee and doughnuts. Extensive entertainment ranging from Air Force bands to acrobats was presented to total up more than $400,000 in bonds, four times the quota set for the station. A Nazi flag, captured in Italy and unsuccessfully offered several days previously through front page promotion by a local Dayton paper, was sold for $10,000 in bonds by WHIO after two hours.

DOING IT FOR DEFENSE is Ted Lenz, KSAN San Francisco announcer, who pauses for a quick shave during his world-record setting announcing marathon on behalf of the Fourth War Loan Drive. Pledges for bond purchases were accepted by 'phone and turned over to the Block Buster Campaign for collections. After 53 hours, 16 minutes of continuous broadcasting, Lenz had played 915 records, spoken 224,400 words and the station had received over 4,000 calls.

Sid Samaritan

TOM BRENEMAN's orchid, awarded daily on the Blue's *Breakfast at Sardi's* program for "good neighbor" deeds, went one day recently to Sid Pearlman of the engineering staff of KSO Des Moines. Mr. Pearlman has successfully given engineering training to several handicapped men, enabling them to improve sufficiently both mentally and physically to reestablish themselves as useful members of their communities. One of Mr. Pearlman's pupils, a paralysis victim, is now chief engineer at KFRE Fresno, Cal., while another is on the staff of WDAY Fargo, N. D.

Chicago Stunt

Over $20,000,000 in bonds were netted by WBBM Chicago and the *Chicago Times* in cosponsoring a "Cavalcade of Stars" on Feb. 5 at a Chicago theatre. $16,327,500 worth of bonds were purchased in reserved seats for the stage show which was followed by a CBS broadcast. A large number of radio, theatre and screen stars appeared on the program and the broadcast.

WJW Cleveland was instrumental in bringing Paul Whiteman, director of music for the Blue Network, to Cleveland for a war bond rally on Feb. 2. More than $70,000,000 in bonds were sold at the bond show and auction. Among articles auctioned were the baton used by Whiteman in the first jazz concert ever given in Carnegie Hall and the suspenders and tie being worn at the auction by Charles Ruggles.

Citation received by news commentator Gilbert Forbes of WFBM Indianapolis from the Treasury Dept. for his services during the Third Loan has been sold for $50,000 in bonds. Presentation to the purchaser was made on one of Forbes regular mornings news programs. Souvenirs sent to WBIR Knoxville by radio and movie personalities to aid bond sales have been offered for auction by the station on its morning and afternoon record shows. Awards will be made at the end of the Drive to top bidders for each of the items.

WPAT Patterson, N. J., found its most successful effort to be a daily narration by "bondadiers," of human interest stories collected while canvassing from house to house. According to reports listeners actually phoned in asking that specific canvassers heard on the air come to their homes to get story material for the program.

Bill Moshier's *Farm Forum* sponsored on KJR Seattle by the Puget Sound Power & Light Co., has assisted Washington State 4-H Club bond selling efforts by awarding to the state's three best 4-H Club bond salesmen three pure-bred dairy calves.

Bank Day

WBT Charlotte, N. C., has employed a "WBT-Bank Day" plan devised by general manager A. D. Willard Jr. to assist in the sale of extra bonds during the Fourth Loan. The four banks in the area each cooperated with WBT on different days by pooling manpower and resources to stimulate bond

(*Continued on page 26*)

CAB Registration

(*Continued from page 20*)

J. R. Pearcy, Stovin & Wright, Montreal.
Wells Ritchie, CBC, Toronto.
J. R. Radford, Canadian Broadcasting Corp., Toronto.
S. G. Ross, Press News, Toronto.
G. R. A. Rice, CFRN Edmonton.
W. J. Reilly, Weed & Co., Chicago.
Miss June Rollinson, Russel Seeds Co., Chicago.
J. Harold Ryan, NAB, Washington.
M. Rosenfeld, MacLaren Adv. Co., Toronto.
John L. Redmond; Lt.-Col. K. S. Rogers, CFCY Charlottetown, P.E.I.
E. W. Reynolds, E. W. Reynolds Co., Toronto.
G. A. Sallons, BUP Montreal.
John Sullivan; Clifford Sifton, CKRC Winnipeg.
Mr. and Mrs. Slaybough; H. F. Stanfield, Stanfield & Blaikie, Montreal.
J. A. Shaw, CFCF Montreal.
Harry Sedgwick, CFRB Toronto.
Jos. Sedgwick, CAB, Toronto.
Ken Soble, CHML Hamilton, Ont.
J. Slatter, Radio Representatives, Toronto.
F. V. Scanlon, CKRM Regina.
Alex Sherwood, Standard Radio, Chicago.
Horace Stovin, Stovin & Wright, Toronto.
G. A. Sallans, BUP, Montreal.
Miss Helen A. Thomas, Spot Broadcasting, New York.
Roy H. Thomson, Northern Broadcasting, Timmins, Ont.
Brian A. Tobin, BUP, Winnipeg.
Gerry Tonkin, CKBI Prince Albert, Sask.
J. N. Thivierge, CHRC Quebec.
George Trawhill, Dancer-Fitzgerald-Sample, New York.
J. Tregale, All-Canada Radio Facilities, Toronto.
Léon Trepanier, CHLN Three Rivers, Que.
Mr. and Mrs. N. K. Vale, Ronalds Adv. Agency, Montreal.
E. A. Weir, CBC, Toronto.
Wm. Wright, Stovin & Wright, Toronto.
Joe Weed, Weed & Co., New York.
Neal Weed, Weed & Co., Chicago.
H. S. Walker, RCA Victor Ltd., Montreal.
Lieut. W. A. Willis, Royal Canadian Navy, Radio Liaison.
J. C. Whitby, CFBR Brockville, Ont.
H. Wright, CFAR Flin Flon, Man.
W. J. Woodill, CKSO Sudbury, Ont.
Ralph E. White, CFJC Kamloops, B. C.
Hal B. Williams, Dominion Broadcasting Co., Toronto.
Mr. and Mrs J. H. Yuill, CJMH Medicine Hat, Alta.
Mr. and Mrs. A. Young, Joseph Hershey McGillvra, New York.

"We interrupt our regular program for a Special Announcement!"

WHBQ

IS THE NEW HOME OF

Mutual in Memphis

EFFECTIVE MARCH 6

NEW TO MEMPHIS

Fulton Oursler
Gabriel Heatter
Robert L. Ripley

Campana "First Nighter"

Coronet Little Show
Double or Nothing
Sherlock Holmes
John J. Anthony
(and Others)

Spot announcements are available before and after these Network features

AVAILABLE FOR SPONSORSHIP

Walter Compton
Boake Carter
The Johnson Family
Griffin Reporting

Bulldog Drummond
The Shadow
Sheelah Carter
Cedric Foster
(and Others)

Spot announcements are available before and after these Network features

Register with the South's top market by joining our MUTUAL friends on WHBQ—Memphis, Tennessee

W. H. BEECUE SAYS:
"Look at our Hooper—look at our rates
then call **RAMBEAU**

CHICAGO . . . . . 360 N. Michigan
NEW YORK . . Chanin Bldg., New York 17
HOLLYWOOD . . . . . 5833 Fernwood

E. A. (BOB) ALBURTY, MANAGER

WHBQ

"Your Mutual Friend"

What *is* this thing called *Radio?*

WHAT is this thing called radio? Is it that magical box of wood and wire and tubes and dials? . . . Yes . . . but radio is more . . . much more.

Radio is the farmer at eventide—his eyes glancing apprehensively to the sky.

It is the mother, with "V" mail overdue, every fiber of her being eagerly awaiting word of the 5th Army.

Radio is music at the close of a hard-pressed day.

It is the speech in the town hall—given a national audience.

Radio is song and literature and statecraft—letters and manifestoes brought to the intimacy of your living room for you to hear, digest, accept or reject.

It is the plaint of people who are suffering and the glorious voices of free men released from slavery.

It is the cry of hunger across the seas and the song of plenty in America

Radio is life.

It is around the corner—it is national—it is global.

Radio is America—with sound.

Listen!

ALL the talents and skills and facilities of the stations of the Blue Network are dedicated to one single, impelling task—to furnish a bridge between the world and *you*. For *you* are the compelling power of the world. *You* cause world leaders to sit through long hours putting thoughts into ringing words for radio. *You* impel writers to work with words that will make *you* laugh. *You* are the reason actors step to the microphone and pour out every ounce of their talent. Yes—every second of radio broadcasting from every spot on the earth is directed at *you*. And so *you* are the power that gives direction to the Blue Network—and to the world.

NO better evidence of the importance the Blue Network places on the relationship of its life to yours—is the fact that among the Blue's musical activities *you'll* hear:

The Metropolitan Opera	Keepsakes
Early American Dance Orchestra	The Boston Symphony
Metropolitan Auditions	Greenfield Village Chapel Service
Lower Basin Street	The Spotlight Bands
Musical Steelmakers	Paul Whiteman
Guy Lombardo	Meet Your Navy
Horace Heidt	Morton Downey
	Nancy Martin
	Lou Bring

Add to all this—Comedy, Education, News, Drama, Forum!

THIS IS THE Blue *NETWORK*

AMERICAN BROADCASTING SYSTEM, INC.

TO your left is a reproduction of the first advertisement in The BLUE Network's new national advertising campaign—planned to run the year-round in newspapers and magazines clear across the country—and on the air over BLUE stations—in recorded spots by Milton Cross and Hugh James.

Why are we doing it? Can advertisers derive any benefit from it? And if so, what?

FIRST: We believe (and anyone who has followed broadcasting's history in the past three years will agree) that Radio needs an over-all job. Not just a series of program ads. But a campaign that will talk radio in close-to-the-heart terms. This is it.

NEXT: We tell the listening public that we mean to serve them in more and better ways than ever before.

THIRD: We will establish greater recognition of The BLUE and its affiliated stations. And we hope the campaign will get people to spend more time listening to The BLUE.

FOURTH: By doing this, we increase the audiences to our programs; we hike our ratings; we do a better job of delivering buying power to our advertisers. We do ourselves a lot of good—but (and this is more important in the long run) we do our advertisers a lot of good. We deliver more for their money—more listening, better ratings, more sales, more value for every dollar they invest in The BLUE.

These were the big points in the thinking behind our national campaign. They can all be wrapped up in this one phrase—

THE Blue IS GETTING TO BE A BETTER BUY EVERY DAY

BILL PALEY CAN TAKE IT

Buck Weaver's Letter in CBS 'Mail Bag' Tells Of Executive's Baptism of Fire in Italy

CBS EMPLOYES in the service read news of one of their fellow-workers in last week's issue of the CBS overseas house organ, "CBS Mail Bag," which carried a letter from Col. J. O. (Buck) Weaver to H. Leslie Atlass, WBBM Chicago. Col. Weaver was formerly head of the CBS newsroom in Chicago. The letter follows:

Merry Christmas and Happy New Year. A little bit late, perhaps, but then a card was sent some time ago that should have arrived in time.

Things go on pretty much the same here. . . . I now have command of our Fifth Army Unit and feel a job is being done.

To give you an idea of how a day goes—3 days ago a rookie just in from the States was assigned to me for orientation. He piled in a jeep and started for the front. The rookie was amazed at the activity and constant streams of supply trucks necessary—and how it didn't look like war at all because nobody's blood was spilling all over.

Then we hit a little town near the front (4,000 yards away) and—bam! A big Jerry shell came in. He was pretty good—didn't bother him at all. He then proceeded up to an artillery position to spend the night. By that time shells were screaming over fairly regularly, but as they didn't land very close the rookie took them in stride.

After eating, we were sitting in the colonel's tent when "zoom," a flock of big ones came in close. We all dived for cover and tin hats—and after one look the rookie did the same.

The tent shook—and I'm afraid the rookie did too, at first. He was like a veteran when it was over though. That night he didn't get much sleep because our sandbagged tent was just 150 yards directly in front of a battery of 166 howitzers and they kept up the din all night.

A terrific barrage let loose about 6 a.m. and sleep was over for that night. We ate breakfast and had just finished when the ack-ack broke loose at Jerry who came in, strafing the area. By that time the rookie could take anything, and he did. Was quite proud of him.

He'd had about everything and was still going strong . . . as a matter of fact he seemed to enjoy it. We wandered around the front that day and then came back to the rear—the rookie was tired and happy. His first experience under fire, and exhilarating.

Oh yes, by the way—he wanted me to remember him to you—his name is Bill Paley!

BILL PALEY (right), president of CBS now on special assignment for OWI, chats with Capt. Andre Baruch, who heads the Special Service Section, which runs seven radio installations in Africa, Sicily and Italy. In private life Captain Baruch was a CBS announcer.

War Loan Drive Nears End

(*Continued from page 22*)

purchases among the customers of each specific bank and the general public. Competition between the banks became very intense, according to reports, and the aggregate sales total reached $10,752,000, more than 72% of the local quota. WBT cooperated by special programs, announcements and interviews.

War Film

WHBQ Memphis, Tenn. has been backing the Memphis and Shelby county Fourth Loan effort by scheduling 203 quarter-hours for bond promotion during the 25 days of the Drive. Part of these were daily broadcasts from the Memphis bond headquarters. The WDAY Fargo, N. D., Bond Caravan, composed of 15 WDAY staff entertainers who donated their services, has returned from a seven day tour which raised $2,000,000 in bonds. The largest town on the circuit had a population of 10,000. "Book Author Rally" held in North Hampton, Mass., on Jan. 25 netted nearly half a million dollars in bonds through the sale of manuscripts and was extensively promoted by WHYN Holyoke, Mass., with special announcements and programs.

WIOD Miami in cooperation with the American Legion Posts of Dade county, Fla., brought the documentary film "War Department Report" to Miami for tie-in with bond promotion. All-soldier interview program was conducted by WOAI San Antonio from Brooke general hospital in cooperation with the 8th Service Command. The program, *Can We Do Less*, featured interviews with veterans of the South Pacific and the European areas. Widows of servicemen who fell on Bataan manned telephones at WOAI and took orders for over $65,000 in bonds.

WKY Oklahoma City arranged and presented a special war bond rally at which comedian Red Skelton, Raymond Walburn, character actor, and starlet Lynn Merrick appeared. Also featured were war heroes from all branches of the service. WKY program director John I. Prosser produced the program.

Single announcement made on Jerry Strong's *Wake Up With WINX* heard every morning over WINX Washington brought within an hour a couple of pair of Nylon hose to be auctioned for bonds. When the hose were subsequently received and auctioned on the program, they were sold for $5,750 in bonds. In addition to regularly scheduled promotion, KRIS Corpus Christi, Tex., added a special midnight feature devoted to bond promotion. The two-hour program included recorded music and varieties.

A quiz show titled *What Do You Know*, broadcast on WMAZ Macon, Ga., and modeled after *Truth or Consequences*, ruled one of its contestants, a young telephone operator, to be locked up in the local jail as a consequence for a wrong answer. Length of the incarceration was announced to be dependent upon war bond pledges made by listeners. The unique stunt rallied a total of $5,000 in bonds. Idea originated with the co-authors of the show, Cpl. Sid Peters and Cpl. John Gilmore, both of Robins Field. Cpl. Gilmore was formerly with WMCA New York.

KOA Denver has scheduled Governor John C. Vivian each day of the Drive as in past campaigns, with a quarter-hour report and comment on bond sales throughout Colorado. A different wounded war veteran from the Fitzsimons General Hospital, Denver, appears with the Governor each day and relates experiences from battle areas.

KOIN Portland, Ore., on a day designated as "KOIN Million Dollar Day" used a 24 hour promotion campaign to raise more than $14,000,000 in bond pledges from its listeners. Station used its own talent during the extensive activities, not importing any "name" talent to increase appeal. Large and unique plywood check for $1,000,000 from Multnomah county helped swell the day's total.

Canada Loan Plans

PLANS for the sixth Canadian Victory Loan radio program are well under way. The drive is slated for April. A meeting of the National Radio Committee of the National War Finance Committee was held at the Chauteau Frontenac, Quebec, on Feb. 13, prior to the opening of the annual convention of the Canadian Assn. of Broadcasters, since most committee members are attending the CAB convention.

Dailey Mills Plans

DAILEY MILLS, Binghamton, N. Y., manufacturer of specialty products and livestock feeds, has appointed Charles W. Hoyt Co., Inc., New York, to handle advertising. Spot announcements and farm programs will be used but no specific plans are ready.

WOODWARD & KEEL OPEN D. C. OFFICE

WASHINGTON offices will be established March 1 in the Earle Building for the radio engineering firm of Woodward & Keel. Both John J. Keel and J. D. Woodward have had extensive technical radio experience.

Mr. Woodward was graduated from the U. S. Naval Radio & Sound Physics School and the CREI. He has had experience as a Navy radioman and with the Steinmetz Wireless Mfg. Co. as well as four years with Westinghouse in the radio engineering department. Over a period of several years he was on the staff of KQV WMBJ WGAR WJIM WHK-WCLE. For five years he was with the Rockefeller Foundation, working with ultra-high frequency. He later became associated with Ring & Clark, radio consulting engineers, and finally with Western Electric before forming the firm of Woodward & Keel.

Mr. Woodward

Mr. Keel

Mr. Keel, a graduate of the RCA Institute, CREI and Johns Hopkins, has been with the Duratron Radio Tube Corp. as development laboratory assistant; the Power Transformer Co.; and Hygrade Sylvania Corp. where he was engineering assistant. From 1933 to '37, he was associated with Herbert L. Wilson, New York consulting enginer, and at the same time was chief engineer for WBNX New York. He became a member of the technical facilities division and transmitter plant engineer for WOR New York in 1937 and in 1942 joined the technical staff of Bell Telephone Labs and Western Electric Co. where he remained until March 1943 when he became a partner in the Woodward & Keel firm in Baltimore.

Chesterfield Change

WITH Harry James, orchestra leader, classified 1A and scheduled for his Army physical, Liggett & Myers Tobacco Co., New York, is replacing the popular music series on CBS with John Nesbitt's *Passing Parade*. Mr. Nesbitt's story-telling program, similar to the film feature of the same name, will be heard for Chesterfield cigarets on the full CBS network Tuesday, Wednesday and Thursday, 7:15-7:30 p.m., starting March 28. Harry James has been on CBS for L&M since September, 1942, when he replaced Glenn Miller, who went into the Army. Mr. Nesbitt has been considered for the new Westinghouse program on the Blue, by McCann-Erickson, New York, but Newell-Emmett Co., New York agency for L&M, had an option on his services.

W1XTG Worcester, Mass., FM outlet of WTAG, under its new revised schedule now operates daily from 2:30 p.m. to 10 p.m.

When the curtain goes up on the approaching post-war era, Federal does not propose to perform sleight-of-hand in producing a startling fantasia in broadcast equipment.

But Federal, which built WABC, the 50 Kilowatt key station of the Columbia Broadcasting System and the most modern transmitter in the country, will produce then, as it will discuss now, up-to-the-minute equipment of even greater power to meet individual needs.

Federal's long experience in building transmitters, in both high frequency and standard broadcast ranges, assures equipment that will measure to the highest standards.

Federal's scientific talent, which includes the world's best technical minds, assures equipment that will embody good engineering practices and proved refinements in design.

Federal invites you to discuss your ideas and its facilities for developing transmitting equipment to your particular requirements.

Most of the leading broadcast stations are equipped with Federal transmitting and rectifying tubes — known for their quality and high standard. Use Federal tubes — built with the ultimate of care and workmanship for satisfactory performance.

Federal Telephone and Radio Corporation

COMMUNICATION PRODUCTS DIVISION — An IT&T Associate — Newark, N. J.

Flamm Tells Probers He Feared FCC

Former WMCA Owner Charges Coercion In 1940 Sale

DONALD FLAMM, former owner of WMCA New York, last week told the House Select Committee to Investigate the FCC that he was "coerced" into selling his station to Edward J. Noble in December 1940 because he was told the deal was "greased from the White House down" and that he had been told the FCC was "out to get me".

Despite offers of more than $1,000,000 each which he said had been made for the station, Mr. Flamm declared that he was informed by his own "$30,000-a-year general manager, Donald S. Shaw" and his public relations man, Leslie E. Roberts, that the FCC "was out to get my license." Because of his fears, he said he closed the deal for $850,000 with Mr. Noble on Dec. 2, 1940, and "15 days later the FCC granted consent to transfer."

White House Interest?

White House interest in the sale was disclosed to the Committee last Wednesday when General Counsel Eugene L. Garey read into the record excerpts from a hearing Jan. 8, 1941, before the Independent Offices subcommittee of the House Appropriations Committee. During that hearing on the Commission's appropriation for the 1942 fiscal year, Commissioner Case, acting chairman when the WMCA transfer was granted, said that Gen. Edwin M. Watson, secretary to President Roosevelt, called him and said he understood representations had been made that Mr. Flamm had been forced into the sale and "would I look into the matter carefully . . . He asked me to be cautious about it."

Mr. Case also testified that subsequently "Mr. Forster (White House aide) called me and said that any rumors to the contrary notwithstanding, the White House was not interested in this, in any way, or manner whatsoever."

Chairman James Lawrence Fly of the FCC told the subcommittee, the record shows, that he had a conversation with the late Thad Brown, former Commissioner who represented Mr. Flamm. Referring to that conversation Mr. Fly said: "I made it clear that, of course, no one had any reason for assuming that any particular person could move in there and take that license. There had been questions in times past as to Flamm's qualifications as a licensee. Col. Brown knew that, and Flamm knew that. Everybody knew that. The license had been under attack for different questions in times past." Mr. Fly emphasized that he was not present when the transfer was granted.

Chairman Fly told the Committee that he "doubted" if Mr. Flamm had received any other offers. He said: "I understand that Flamm is trying to negotiate this deal and trying to get an arrangement which will give him an interest in the station, and I believe a salary of $25,000 or $30,000 to continue as manager of it."

Hearings Resume Tuesday

"Had you given Mr. Fly that information?" inquired Mr. Garey as he read the record. Mr. Flamm said he hadn't and when Mr. Garey, reading again from the subcommittee record, quoted the FCC chairman as saying: "He (Flamm) might ask for something else. He shows up every so often". Mr. Flamm told the Select Committee the only time he was in Washington to consult the FCC was in 1939 when he was ordered to appear on charges that WMCA intercepted and decoded German and British military messages. That charge was dismissed, he said, following a hearing.

Hearings were postponed last Thursday until 10 a.m. Tuesday (Feb. 15) because of the death of Emmett Lea, brother of Chairman Clarence F. Lea (D-Cal.). Mr. Flamm will conclude his testimony Tuesday, according to Mr. Garey. Following him will be William Weisman, Mr. Flamm's attorney during the negotiations and former vice-president of the Knickerbocker Broadcasting Co., licensee of WMCA until Mr. Noble acquired the station.

Lt. Comdr. William C. Koplovitz, now of the Coast Guard, and William J. Dempsey, attorneys who represented Mr. Noble, will be called when Mr. Weisman's testimony is complete. Mr. Garey said Thomas G. Corcoran, former White House confident, and Mr. Noble also will appear. Other subpenas have been issued for Warren Snow, Harry Cushing and John Curtis, brokers who represented Mr. Noble; Mr. Roberts, Mr. Shaw and Charles S. Guthrie, one of Mr. Noble's attorneys.

In addition to Chairman Lea, Committee members attending last week's hearings included Reps. Hart (D-N.J.), Miller (R-Mo.) and Wigglesworth (R-Mass.).

When hearings resumed last Tuesday, Mr. Garey read into the record a letter from Attorney General Biddle, advising the Committee counsel that a Presidential directive forbidding FBI Director J. Edgar Hoover from answering certain questions in open hearing, also applied to executive sessions. Mr. Garey had requested Mr. Hoover's presence at an executive session.

With reference to the WMCA sale Mr. Garey told the Committee that his staff had been prepared to submit the case since June 1943. "At the chairman's direction we now make the facts known to the Committee," he said.

Taking the stand after a brief introduction, Mr. Flamm said: "I have been the victim of rumor, conjecture and hearsay ever since WMCA was accused of intercepting, decoding and rebroadcasting German messages. I welcome this opportunity to appear before this Committee of Congress."

He testified he joined WMCA in 1925 when it was operated by the McAlpin Hotel, New York. In 1930 Mr. Flamm said he purchased 50% interest and acquired sole ownership in 1933. In 1927, he asserted, he brought WCPH and "amalgamated" it with WMCA in 1932.

In the fall of 1939 "when the station was in difficulty because of a charge made by the FCC that we had intercepted and decoded German broadcasts," said Mr. Flamm, he employed Leslie E. Roberts, head of a WPA radio project, as a public relations man on the advice of David K. Niles, then of the Dept. of Commerce. He said Mr. Niles complimented him on his stand in taking the Rev. Charles E. Coughlin off the air.

Didn't See Ads

Mr. Flamm described in detail his early-day radio activities and said that in the spring of 1935 WMCA was cited for broadcasting an objectionable program for a patent medicine. He said he cancelled the program before it had been on the air a week, although he had been advised by Morris Ernst that the medicine in question was used by leading hospitals and advertised in all New York newspapers.

He explained that during the war crisis in 1939, as an independent station, WMCA did not have access to network pickups from overseas and had no shortwave equipment; consequently a tieup was made in September 1939 with the New York *Herald-Tribune*, in which shortwave broadcasts from abroad were to be used by WMCA as a partial news source.

Advertising appearing in two trade publications and which carried photostatic copies of newspaper stories to the effect that WMCA had scored a news beat by intercepting both British and German messages to ships at sea was introduced. When Mr. Flamm testified that he had not seen copy on that portion of the ads which told of WMCA scooping the world on instructions of both the British and German governments to ships at sea, Rep. Hart said:

"You can't dodge the responsibility of the advertisements."

"That was a pipe dream on the part of the writer," replied Mr. Flamm.

"So the advertisement as it appeared was a misrepresentation of fact?" asked Rep. Hart.

"That is correct, sir," replied Mr. Flamm. "That ad was the basis of the charge by the FCC." He testified that two FCC representatives inspected WMCA and talked to engineers. After a hearing, at which FCC Chairman Fly presided, his license was not revoked, he said. Efforts of Mr. Garey to have the Commission proceeding incorporated as part of the Committee record were met by opposition from Chairman Lea.

Sale Influence

"Why shouldn't we rely upon witnesses instead of the record?" asked Mr. Lea. "It seems to me the record is available if we want to refer to it." When Mr. Garey assured Rep. Hart there was no contention that the Commission had no legal power to hold the hearing, the New Jersey Congressman remarked: "We're not being asked to sit as a board of review of hearings, are we?"

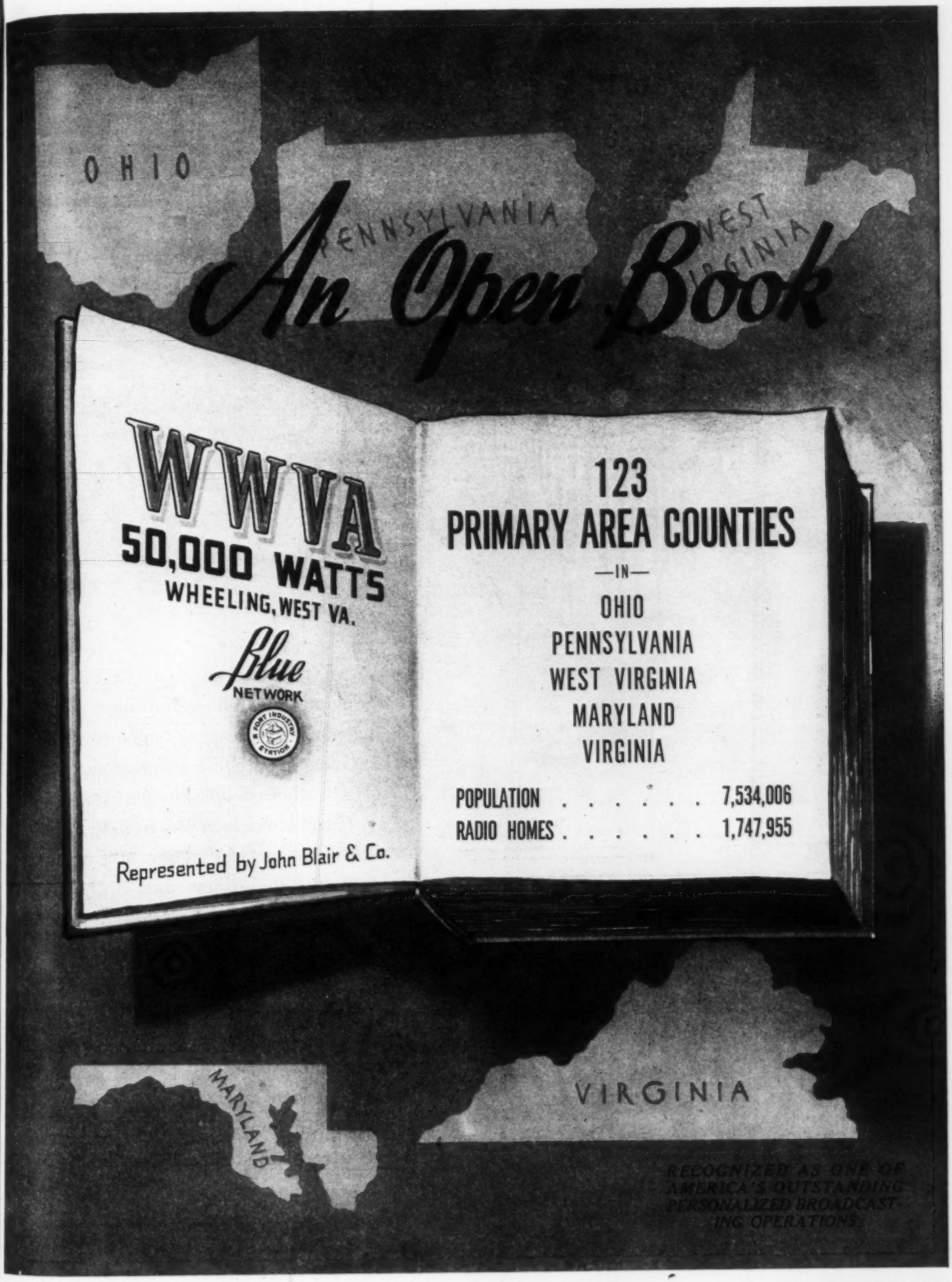
"I'd like to ask whether or not the hearing influenced you to sell your station?" Rep. Miller asked the witness. "And whether or not anyone connected with the FCC at the time of the hearing had anything to do with the sale of the station?" Mr. Flamm replied in the affirmative. Mr. Garey read a portion of a public release by the FCC, dated Oct. 25, 1939, on the WMCA decision in which the Commission said "grave doubt" had been created as to the licensee's ability to operate a station.

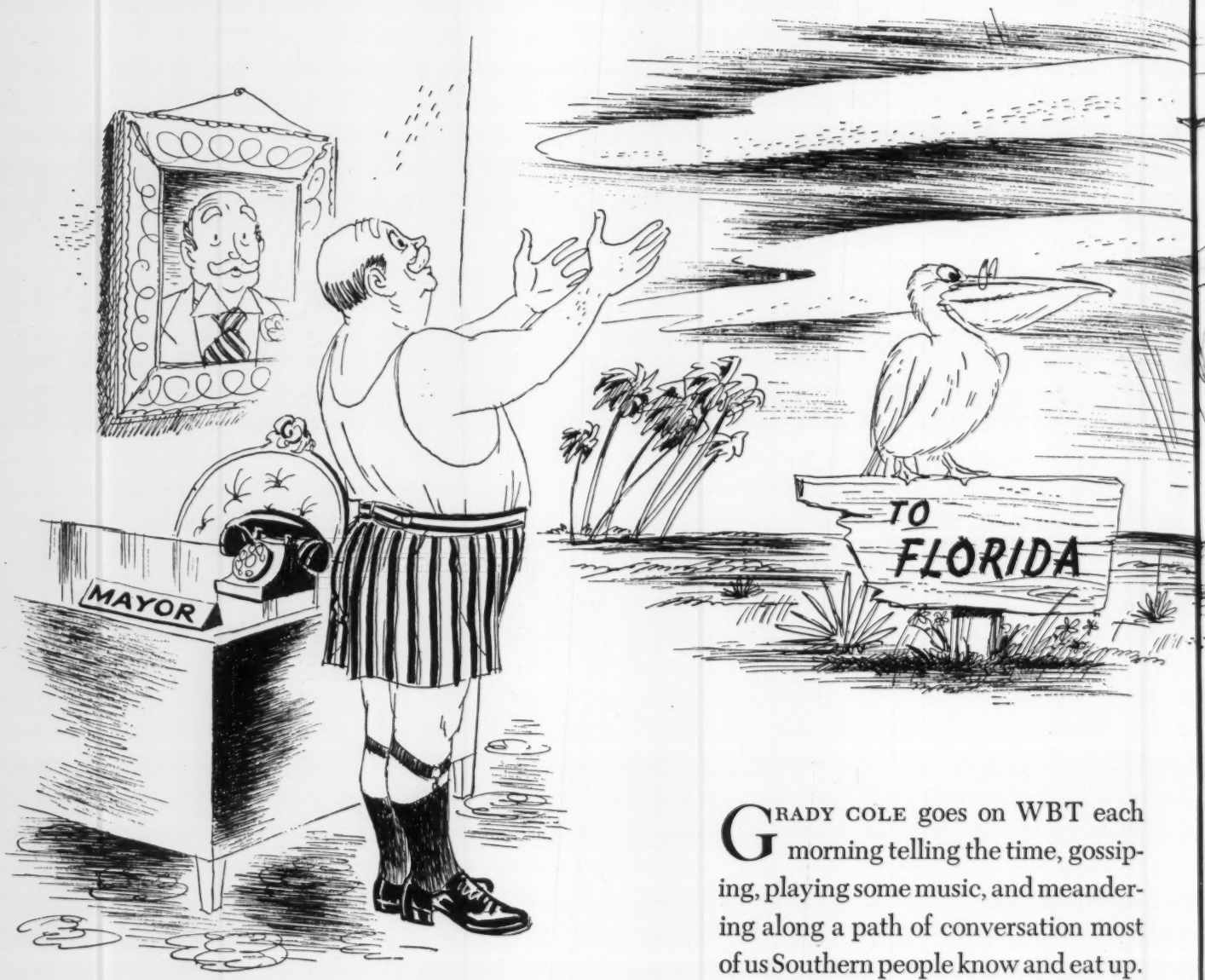
"From that moment on," said Mr. Flamm, "it meant there was a sword hanging over my head." He said several persons had told him he was "in bad" with the Commission. When Rep. Hart pressed for names, he mentioned Mr. Roberts, Dr. Leon Levy, owner of WCAU Philadelphia "and others" whose names he said he couldn't recall.

"On Nov. 11, 1940 Mr. Weisman and I came to Washington to see William J. Dempsey and William C. Koplovitz," the witness testified. "We believed it advisable to engage Dempsey & Koplovitz to put an end to the rumors. In the parlance of radio we knew they were the white-haired boys." Rep.

(Continued on page 32)

CONGRATULATIONS FROM SPONSOR, Wilson & Co., go to Tom Owens for the work he and his Cowboys are doing on WMT Cedar Rapids, Ia., recruiting farm workers for winter employment at Wilson packing plant. Participating in formal commendation are (l to r): Donald D. Sullivan, WMT account executive; Arthur G. Wells, personnel manager, Wilson & Co.; Mr. Owens; William B. Quarton, WMT general manager.


OHIO
PENNSYLVANIA
WEST VIRGINIA
An Open Book
WWVA
50,000 WATTS
WHEELING, WEST VA.
Blue NETWORK
A FORT INDUSTRY STATION
Represented by John Blair & Co.
123
PRIMARY AREA COUNTIES
—IN—
OHIO
PENNSYLVANIA
WEST VIRGINIA
MARYLAND
VIRGINIA
POPULATION 7,534,006
RADIO HOMES 1,747,955
MARYLAND
VIRGINIA
RECOGNIZED AS ONE OF AMERICA'S OUTSTANDING PERSONALIZED BROADCASTING OPERATIONS



The Mayor got his suit

GRADY COLE goes on WBT each morning telling the time, gossiping, playing some music, and meandering along a path of conversation most of us Southern people know and eat up.

Charlotte's a long way from Florida — but not as Grady flies. A Florida mayor needed a new suit. He heard Grady talking about clothes, and he wrote him: "Dear Grady, I'm sending you $21.50 and my measurements. I want one of those suits you're talking about on the air. Send me something in brown."

Charlotte's Mayo's Store (whose suits Grady praises over WBT) doesn't go after mail-order business. But

Grady went over to the store, picked out a suit himself, had the alterations made, and sent the suit along to the mayor. The mayor says it fits perfectly.

That's the kind of thing Grady Cole is always up to. His fan mail totals 90,000 letters a year. We've even got documents to prove that Carolina parents have named more than 300 of their babies for Grady.

Now, if you wanted to share the power of the South's best-loved radio personality, you could probably do it. An average 51.9% of the listening audience tunes to his *Grady Cole Time* (5 to 7:55 a.m. EWT) six mornings a week. The peak quarter-hour rating of the program is 20.6. You might grab an availability on that program—or on the *Grady Cole Sunday Farm Club*, from 7 to 9 a.m. (Grady, of course, is Southern Farm Editor for CBS, and he knows his farming.)

But to get either one, you'd better check with us or Radio Sales right away. With the selling job he does, you'll probably want to name *your* next baby after him.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

WBT

CHARLOTTE · 50,000 Watts

The South's Best Salesman

COLUMBIA OWNED

CBS

(*Continued from page 28*)

Hart objected to the "white-haired boys" reference.

He told of a four-hour conference in which he told the attorneys, he said, WMCA was not for sale at any price and that he wanted to employ them. He said the attorneys declined to give an answer and that the next time he saw them was Nov. 27, 1940, in New York, when they advised him they represented a client who wanted to buy WMCA. He said they offered $750,000 and wanted an immediate answer.

Mr. Flamm said he had been offered $1,100,000 for WMCA in January 1940 by Elliott Roosevelt, then head of the Transcontinental Broadcasting System, which never developed beyond the early stages. Among other offers which he said had been made was one through Jerry Taishoff (of New York) for $1,000,000 and one for $875,000 on behalf of Mrs. Dorothy S. Backer, (now Mrs. T. O. Thackery) publisher of the *New York Post*.

Mystery Client

Telling the Committee he didn't want to sell, Mr. Flamm said he "stalled" for time and asked Mr. Roberts to check into the offer made by Dempsey & Koplovitz.

"Roberts said 'this thing has been greased from the White House down. It's supposed to be the return of favor for some political work. Dave told me to talk to Tommy Corcoran'," Mr. Flamm asserted. He said at a conference at his home that night Messrs. Depsey & Koplovitz raised the offer to $850,000 cash but still didn't name their client.

"There isn't anything unusual in a lawyer representing an undisclosed principal," commented Rep. Hart.

"Was there any implication that this mystery man was in favor with the Commission?" asked Rep. Miller.

"Yes, I heard that through Dempsey and Koplovitz," replied Mr. Flamm. He said he called the late Thad Brown, former Commissioner, and asked him to see Chairman Fly. Mr. Brown advised him, Mr. Flamm declared, that "the chairman said Flamm ought to know anybody can apply for anybody else's wavelength. I know nothing about this deal." Mr. Flamm told the Committee he subsequently learned that Mr. Fly had nothing to do with the sale. He said he offered to reimburse Mr. Noble up to $15,000 for expenses incurred in the attempted purchase "if he would lay off."

At a subsequent meeting with Mr. Noble, at which the witness said the prospective buyer was introduced as "the Undersecretary of Commerce", details were worked out between attorneys and the deal was consummated. Mr. Flamm testified, however, that he signed a blank transfer application and that he did not know what it contained "until last night. I didn't see it until last night when Mr. Garey showed it to me," he added.

Resuming the stand Wednesday Mr. Flamm told the Committee Mr. Roberts indicated to him that "Chairman Fly and George Henry Payne (former Commissioner) didn't like me". Mr. Roberts mentioned Nathan David, former assistant general counsel now in the Navy, as being a "good friend."

"I was continually getting reports from Mr. Shaw, Mr. Roberts and others that I was in disfavor with the Commission," Mr. Flamm declared.

"If the Commission wanted to get rid of you, why wouldn't you welcome an opportunity to sell?" inquired Chairman Lea. "I didn't welcome it," replied the witness, "because I wanted to stay in broadcasting." When Counsel Garey asked if he recalled whether Messrs. Dempsey and Koplovitz had made "any statement that they enjoyed close relationship with the FCC", Mr. Flamm replied:

"I think Bill Koplovitz made the statement that Bill Dempsey wrote most of the regulations of the FCC."

WMCA Vulnerable

He said that when he questioned Messrs. Dempsey and Koplovitz as to whether the application would go through before a Dec. 31 deadline set in the contract between himself and Mr. Noble, "they said 'leave that to us'." Under cross-examination by Mr. Garey the witness testified that Mr. Noble's attorneys told him WMCA was "the most vulnerable station in America" because "they knew of the operations of WMCA." He added that Mr. Roberts told him the FCC wanted Dempsey & Koplovitz to handle the deal.

Mr. Flamm said he had been offered $1,500,000 for WMCA by two brokers on behalf of a client and that because he sold to Mr. Noble the brokers sued him and he settled for $3,500 "out of court." He quoted Mr. Noble as saying: "Flamm, I will get your station whether you want to sell or not. The next time we meet will be before the Commission."

"The fear of losing everything I had built up in 15 years prompted me to call Mr. Noble and tell him I'd go through with the deal," said Mr. Flamm. He told the Committee that on Dec. 2, 1940, he had an appointment with Mrs. Backer to discuss the purchase of 50% of WMCA by her, but that he failed to keep the appointment because of closing the deal with Mr. Noble "about 2 o'clock that afternoon".

Testifying that he asked to retain a minority interest in WMCA and continue as general manager, but that Mr. Noble told him "we'll discuss that after we close this deal", Mr. Flamm said he demanded his papers back.

"Dempsey was infuriated and lunged at me," he asserted. "Noble separated us and said: 'Damn it, if this weren't my apartment I'd finish the job'." After a brief session with his own attorney, Mr. Weisman, Mr. Flamm said, he returned to the room and the deal was completed.

Dated Nov. 30

"Although the contract was dated Nov. 30, it was actually signed at Mr. Noble's Berchtesgaden in New York City Dec. 2," Mr. Flamm testified. "Within 30 minutes after the papers were signed Mr. Koplovitz was on his way to Washington with them. . . . When I got to my office the next morning I had a feeling I had been bludgeoned into selling everything I had built up over 15 years."

When Rep. Miller asked if any court action had been taken, Mr. Flamm said he filed suit in August 1943. There was lengthy testimony regarding FCC records and correspondence from T. J. Slowie, Commission secretary, asking for amended forms in connection with the petition to transfer the license. Mr. Flamm said he did not reply to any of the FCC letters and that on Dec. 8 he called Mr. Noble and told him "I was not going through with the deal".

On Dec. 16, he said, he received a copy of a letter addressed jointly to him and Messrs. Dempsey & Koplovitz asking for "voluminous information that only WMCA could supply", and because some time would be required to assemble the data requested "there was no immediate danger of quick approval" by the FCC.

Mr. Flamm said he was "amazed" when he heard that the Commission had approved the transfer on Dec. 17. Subsequently Mr. Flamm said he filed petition to reconsider but that on Jan. 8, 1941, the Commission denied his petition.

"Did you ever take it up with the Commission that you didn't want to sell?" asked Chairman Lea.

"No sir," replied the witness. "I was guided by my attorneys." He testified that on Dec. 18 he discharged Mr. Roberts and later learned that "my general manager, to whom I was paying $30,000 a year," was "giving information" to Mr. Noble regarding the affairs of WMCA.

He said that Mr. Noble invited him to attend a meeting at a New York bank on Dec. 31 to complete the deal but that he did not attend. Read into the record were letters addressed to Mr. Flamm by Dempsey & Koplovitz and by Mr. Noble, warning that they expected him to carry through his part of the contract. Mr. Garey also read excerpts from hearings before the Independent Offices subcommittee of the House Appropriations Committee, Jan. 8, 1941, in which the WMCA sale was questioned by Rep. Wigglesworth.

Questioned by Chairman Lea as to FCC procedure, Mr. Flamm said the transfer of his license to Mr. Noble was approved "15 days after filing". He said he didn't know of any instance where the FCC "approved a sale that quick". It usually takes from three months to a year, he said, adding that he was prompted to complete negotiations with Mr. Noble because "Shaw told me 'I have it on unimpeachable authority that if you don't go through with this deal you're going to lose your license'."

DINNER TABLES WERE TURNED when the Russel M. Seeds Co., advertising agency, Chicago, gave two pheasant dinners for members of the various radio representative companies. At the second party, held at the Chicago Yacht Club are (l to r): Mrs. Alex Sherwood, Mr. Sherwood, Standard Radio; June Rollinson, Hub Jackson, timebuyer for Russel M. Seeds Co.; George Hollingbery, Mrs. Buell Herman; Mr. Herman, Edward Petry & Co.; Mrs. Hollingbery. In front, Mrs. William Reilly. In back, Mrs. John Erp, Mrs. Charles Dilcher, Mr. Erp, NBC; Rudi Neubauer, NBC; Mr. Reilly, Weed & Co., Mrs. J. M. Ward; Mr. Dilcher, John Blair & Co.; May Sheridan, space buyer, MacFarland, Aveyard & Co.; Mr. Ward, Radio Sales; Mrs. John Pearson; Mr. Pearson.

Flamm May Amend

JUDGE Benjamin F. Schrieber of the New York Supreme Court last week granted the request of Donald Flamm to amend his suit against Edward J. Noble, board chairman of the Blue Network, from an action for rescission of the sale of WMCA by Mr. Flamm to Mr. Noble to a suit for damages, denying the defendant's petition for dismissal. Mr. Flamm is suing for $2,925,000, three times the actual damages claimed which is permissible where fraud is involved, as Mr. Flamm charges in this case. Amended action will probably come to trial this spring.

RKO Star Interviews

RKO PICTURES, New York, will use 20 western stations of the Blue for a program from the RKO dining room in Hollywood, where film stars will give ad-lib interviews, 12:15-12:30 p.m. (PWT), Monday through Friday. To start Feb. 28, the series will also present portions of forthcoming movies from the actual sound track. Starting as a regional test, the program will expand to the full Blue Network if successful. Agency is Foote, Cone & Belding, New York.

Balter for Union

UNITED AMERICAN Federation of Labor Committee, Los Angeles (political), on Feb. 22 starts sponsoring a five-weekly quarter-hour commentary featuring Sam Balter on KFWB Hollywood. Contract is for 37 weeks. Group also will utilize 42 spot announcements weekly on that station starting March 21 for eight weeks. Similar schedule starts Sept. 12 for an eight-week period. Clarence B. Juneau Agencies Inc., Los Angeles, has the account.

YOU MAY BE ABLE TO WIN $1885 TO $2*

BUT—YOU CAN'T COVER THE KALAMAZOO-GRAND RAPIDS MARKET FROM CHICAGO OR DETROIT!

No, if you're trying to reach the Western Michigan market from *outside* this immediate area, you don't even have a 1 to 10 chance of success. The distances are too great—our local fading conditions are too tough.

But *inside* this area, there's one station—and only one station—that really gives you *both* Grand Rapids and Kalamazoo. Yes, it's WKZO.

We don't ask you to believe this statement just because *we* say it. Let us (or Free & Peters) show you the maps—reproduced from FCC records—which *prove* that WKZO alone has a listenable signal throughout this great Western Michigan market. Say when!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better-than-average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area.

* *"Wishing Ring" paid that sum at Latonia in 1912!*

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

Owned and Operated by Fetzer Broadcasting Company

JOHN E. FETZER, Managing Director

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Regional FM Allocation Plan Urged

FMBI Committee Sees Congestion Among Crowded Areas

PREMISED upon anticipated widening of the frequency band available for FM to cover the range from 40 to 56 mc, the Engineering-Allocation Committee of FM Broadcasters Inc. last week recommended in its final report that consideration be given to a regional plan of allocation of FM frequencies in areas where congestion may develop.

The committee, of which Everett L. Dillard, general manager of Commercial Radio Equipment Co., which operates KOZY Kansas City, is chairman, had submitted its preliminary report to the FMBI annual meeting in New York Jan. 26-27. Revisions were made consistent with views of the meeting and of the FMBI board, with the report as finally revised released last Wednesday.

Hope for Wider Band

While the committee made no flat recommendations for a change in the classes of FM stations, it inferred that when the FM band is broadened, as has been proposed, to encompass television channel No. 1 (50 to 56 mc.), then it saw no need for rigid classification of stations by category or coverage. "When a sufficient number of channels are made available," the committee concluded, "no classification of stations will be necessary."

Having in mind possible congestion in densely populated but geographically compact areas [such as New York, New England and the immediate Los Angeles area], the committee recommended that any classification of channels be made when necessary on a regional rather than a nationwide basis.

The committee, in addition to Chairman Dillard, comprised C. M. Jansky Jr., consulting engineer to FMBI; W. R. David, chief of transmitter sales, General Electric Co.; Dr. F. M. Doolittle, WDRC and WDRC-FM, Hartford, one of the nation's first FM broadcasters; and Ray H. Manson, president and general manager, Stromberg-Carlson (WHOM and WHFM).

The full text of the Committee's final report follows:

GENERAL CONSIDERATIONS

In arriving at the technical recommendations which this Engineering-Allocation Committee now proposes for adoption by FM Broadcasters, Inc., the following considerations have been injected into each discussion for it is the opinion of this Committee that a proper evaluation of all pertinent issues and facts can only be made when all of these factors are given due weight.

First—because there are technical differences in the performance of FM and AM, the thinking and deliberations of the Committee should be influenced by what FM can and is capable of doing, and not by the limitations imposed on the present day standard broadcast band by the inherent limitations of AM itself.

Second—since FM technique and performance are considerably better known today than were these same factors when AM broadcasting first started in the early 1920's, there is reason to assume that a scheme of allocation can be devised at this time which is logically sound and capable of expansion to meet changing economic, social and technical situations without the need for drastic modification or revision such as has occurred in the evolution of the AM broadcast band. Such a scheme of allocation would have to be broad enough, generalized enough, and flexible enough to allow for such economic, social, and technical changes.

AM Limitations

Many of the present day regulations affecting the standard broadcast band arise of necessity because of certain inherent limitations of AM transmission on the broadcast band of frequencies from 550 to 1600 kc. Among the most important are these:

(1) A wide variation of propagation characteristics due to the use of different frequencies from 550 to 1600 kc.

(2) A wide variation of propagation characteristics due to the different electrical soil conductivities in the same general areas and the differences in soils in different areas.

(3) Nighttime coverage areas of the AM local, regional, and Class II stations operating on duplicated channels is considerably less than the daytime coverage because of skywave interference, both in the case of the skywave of a station interfering with its own ground-wave signal, and interference from other stations operating on the same channel.

(4) The ratio of desired to undesired signals required for interference-free reception is at least 20 to 1 for fair service and 100 to 1 for truly good service, and because of this there exists large areas between stations in which there is no satisfactory reception from any station.

ELECTRONICALLY SPEAKING, I. J. Karr, manager of General Electric's Electronics Dept. receiver division, Bridgeport, told Jean La Rose she was "super-charged" with "personality plus." Miss La Rose was crowned Miss Electronics after winning title for beauty, faithful attendance at work and popularity among fellow-workers.

The Committee has also kept in mind these facts peculiar to FM propagation, coverage, and perfomance:

(1) FM coverage is influenced largely by these four major considerations:

a—Antenna height above average terrain over the area covered.

b—The topography of the terrain over which propagation takes place.

c—Transmitter Power.

d—Antenna gain factor.

(2) While the effect of transmitter power as determining coverage in the AM band has been over emphasized, it is of even less significance in the FM band.

(3) Coverage of FM stations is substantially the same day and night, and can be evaluated by properly defined standardized methods of field measurements. The Service Area of an FM station can be stated in the more practical terms of area and population covered.

(4) The ratio of desired to undersired signals required for FM stations on the same channel, operating the limiter of the receiver, is of the order of 2 to 1.

Clarity of Reception

(5) Because of the low desired to undesired signal ratio required for interference-free reception, and the absence of objectionable sky-wave interference the major portion of the time, the area throughout which neither station can be received without interference from other co-channel stations shrinks to insignificant proportions. This is in sharp contrast to conditions as they exist in AM Broadcasting.

(6) The ratio of desired signal to electrical noise necessary for noise-free reception is of the same low order of magnitude of 2 to 1. This, coupled with the far greater inherent freedom from atmospheric noise in the FM Band as compared with the present AM Band is responsible for FM Broadcasting's outstanding clarity of reception. This permits the use of radio relay, booster, and satellite stations for more efficient, economical, high quality program distribution where such relay, booster, and satellite stations are properly engineered, installed, and operated.

It is quite obvious that FM offers several outstanding advantages heretofore unobtainable in the AM Broadcast Band. It is also true, in the absence of these same several retarding factors which have impeded the growth of AM broadcasting, that an allocation scheme can be evolved for FM which may appear revolutionary in thought and proposal. Yet such a plan may be new and different only because it takes into account what FM can do and does not consider FM in the light of those limitations which affect AM, but do not affect FM, provided, of course, receiving sets are engineered upon such a basis that they meet the standards of performance necessary for the fullest possible utilization of the signal intensities available at the point of reception. It must be recognized that in FM reception the grade of reception possible is more dependent upon good receiver design than is the case with AM reception.

DISCUSSION OF AUTOMOTIVE IGNITION INTERFERENCE

The Committee recognizes that automotive ignition "noise" is a source of interference to FM reception and that this trouble can be greatly reduced at its source. It is recommended that FMBI take cognizance of these facts and promote within industry an interest in the further study of methods of elimination of this type of interference.

The Committee is unable at this time to find sufficient detailed quantitative data upon which to base any definite technical conclusions. However, it appears from information which is available that any of the usual precautions taken to eliminate automobile "noises" in cars equipped for AM reception will materially reduce automobile ignition as a source of interference to FM broadcasting so long as the receiving set is not placed within the car itself, but located at an external point.

Two Approaches

It appears that the problem should be approached from two angles:

(1) To determine what precautions are necessary to sufficiently diminish the interference to FM reception in a receiver mounted within the car itself, and

(2) To determine what precautions will minimize the interference caused by automotive ignition systems to nearby FM receiving sets located in buildings adjacent to the street or highway.

In the case of (2) it further appears that a universal voluntary adoption of such engineering precautions by the automotive manufacturers could be effected on all new automobiles, trucks, and busses manufactured in the future at a relatively small cost per car and should be installed as standard equipment on all cars sold. If this could be accomplished to meet case (1) it would be even more desirable, and would open the way for widespread use of FM sets in automobiles.

For these reasons, it is the opinion of the Committee that the FMBI should cooperate with the Society of Automotive Engineers (SAE) and the Radio Technical Planning Board (RTPB) in an effort to eliminate this interference. It is recommended that this problem be referred by the FMBI to the RTPB as a problem of importance to the more complete success of FM Broadcasting. The Committee feels that this problem can best be solved through industry's own cooperative efforts such as are now being undertaken by the RTPB.

DISCUSSION OF TRADE AREAS

The Committee recognizes that congestion may exist in certain areas, and as a possible solution suggests a Regional Plan of Allocation for such areas.

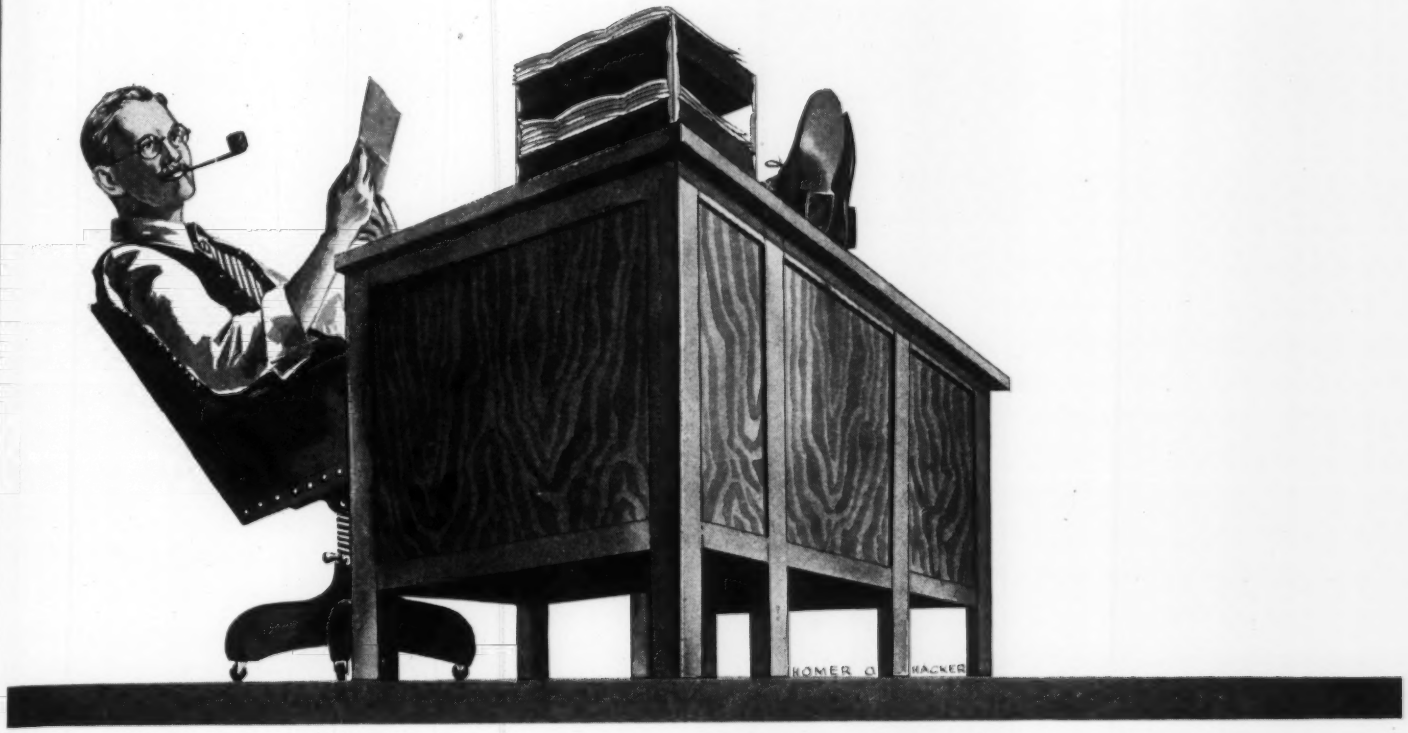
After careful consideration and study, the Committee is of the opinion that the present plan of allocating FM Service Areas to coincide with Trade Areas, while possessing certain beneficial aspects, does not lend itself readily and technically to adoption as a general basis for an FM Broadcast Service.

The present Rules and Regulations do not accomplish the purposes for which they were adopted so far as placing all stations in a given area on an equal competitive basis in the matter of area covered, thereby restricting competition to a matter of program service only. By setting up different Classes of Stations (A, B, and C,) and a still further class of station as described under Section 3.221 (d) which does not meet the conditions imposed upon either a Class A, B, or C, station, the present Rules do, in effect, establish several widely variant classes of service, each of which competes with all other classes of stations in that area, or even in adjacent areas, thereby intensifying competition in the matter of coverage between the classes of stations.

The provision establishing the four

(Continued on page 36)

IT'S THE WIZE ADVERTISER THAT GETS RESULTS



This statement of fact is born out by the same advertisers who continue to renew their contracts year after year. This is assurance that these advertisers know they can rely on WIZE's ability to cover this ever-prosperous city of 82,000 and its adjacent territory.

A CLASSIC EXAMPLE OF WIZE RESULTS WAS OBTAINED IN DECEMBER BY THE SPRINGFIELD COCA COLA COMPANY WHO HAVE SPONSORED THE SANTA CLAUS PROGRAM FOR THREE CONSECUTIVE YEARS. TWENTY-SIX PROGRAMS BROUGHT A TOTAL MAIL COUNT OF 2,757 FROM 56 DIFFERENT CITIES AND TOWNS.

This is just one of the many WIZE success stories. Write us for additional proof of WIZE's uncanny ability to get results. Time is still available and the cost is extremely low.

BASIC BLUE NETWORK

WEED AND CO., NATIONAL REPRESENTATIVES

WIZE
Springfield, Ohio

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President

(*Continued from page 34*)
classes of stations prevents the licensing of stations on such a basis that all of the stations in a given locality serve the same area.

Trade Area Objections

Trade Areas do not represent a practical and economic solution of the FM allocation plan because:

(1) Trade Areas are not one and the same for different commodities.

(2) Trade Areas are not definite boundaries, since in many cases various trade area authorities do not agree as to what constitutes a given Trade Area in a given location.

(3) Trade Areas are often irregularly shaped areas and the City or Principal City in them is often located in one end or corner of such an area, thereby making radio coverage of it extremely difficult and impractical.

(4) Trade Areas change with time because of changing methods of transportation, road facilities and distribution systems, and the changing influence of the cities themselves.

(5) Because of the reasons stated above there arise instances where certain areas closely adjacent to one another would arbitrarily be deprived of a good broadcast service, because of the fact that each such adjacent area lies within different Basic Trade Areas. We feel that the Rules are too restrictive and too detailed. To meet Trade Area requirements it is sometimes necessary to install directional antennas and take other means to deny service to localities which would otherwise receive it.

(6) From studies made so far in certain areas such as in the southwestern and middlewestern sections of the country, Trade Areas become so large in area that FM stations cannot cover these areas without prohibitive investment and operating costs. In certain other densely populated areas because of the proximity of two or more large cities to each other, individual Trade Areas become small in area so that to assign available channels to cover only these restricted areas would not be utilizing radio facilities to the fullest extent.

(7) The present plan of allocation permits a Class C station to cover an unlimited number of Basic Trade Areas as incidental to the coverage of large rural areas. In the case of Class B stations which might also cover considerable rural area by proper location, the Rules prevent coverage of more than one Basic Trade Area.

It is the opinion of this Committee that any proposed allocation plan must be sufficiently broad and generalized in principle and application to meet the needs of every part of our country. It is clear to anyone who has ever given thought to a plan of Radio Allocation for the United States that no two parts of the country have the same problems, and in FM this is further complicated by the fact that topography of the land itself plays a highly important part in further individualizing and localizing the problems of each area in which an FM service is to be established.

RECOMMENDED CHANGES IN FCC RULES AND REGULATIONS

I. The Committee recommends that the use of the dual terminology, i.e. "High-Frequency Broadcast Stations" (as used by the FCC), and "FM Broadcast Stations" (as more commonly used by industry and public alike) be discontinued in favor of the use of only one such designation, "FM Broadcast Stations."

Such a change would be beneficial to FM broadcasting and would more rapidly promote the growth of this new system of broadcasting because:

(1) The term "High Frequency" is merely a relative term. Compared to frequencies already adapted to common use since the Rules and Regulations were originally drafted, the FM Band is now a relatively low frequency band.

(2) The term "High Frequency Broadcast Station" is incomplete. It does not fully define FM broadcasting as the new and different system of broadcast transmission and reception which it really is.

(3) Public and Industry alike have adopted the term "FM Broadcast Station" in the preference to "High Frequency Broadcast Station".

II. The Committee recommends that the principle of allocation based upon assigning Service Areas to station applicants be retained, but the rigid coupling of service areas to Trade Areas be abandoned.

No Change in Classes

III. The Committee recommends no change in the Classes of FM Broadcasting Stations.

The need for classification of FM radio stations, the determination of the number of classes, and the number of channels to be assigned to each class of station, if more than one are required, is unavoidably dependent upon the number of channels, that is, the width of the band assigned to FM Broadcasting.

Therefore, the Committee has no recommendations to make on this subject at this time. When a sufficient number of channels are made available, no classification of stations will be necessary.

IV. The Committee recommends that any classification of channels be made when necessary on a Regional rather than a nationwide basis.

V. The Committee recommends that in the granting of licenses to FM Broadcast Stations that the Commission take into account such factors as:

(1) The natural coverage area which the station would have based upon the proposed location, power, antenna, gain and the laws of propagation for the territory to be served.

(2) The ability of the station to deliver adequate service to the community or communities the station is primarily intended to serve.

(3) In licensing a station the Commission shall define the area throughout which that station shall be protected against interference from other stations on the same channel, even though the facilities to be originally installed do not provide for coverage of the ultimate area.

VI. The Committee recommends that the Commission allow a period of Commercial, Program and Engineering Development to provide for normal growth before requiring installation of facilities to cover the ultimate area proposed, taking into consideration that growth in listener audience in different sections will be at different rates.

Soldiers' News

THROUGH the foresight and cooperation of KARK Little Rock, soldiers on maneuvers in the remote areas of Camp Robinson, Ark., are kept informed of world news. Each morning two soldiers in full battle dress visit the station, get copies of press association news wires and hurry back to the bivouac area, condense the news into a mimeographed bulletin sheet and distribute it to the infantrymen learning how to fight a war. It's their only contact with the outside world during maneuvers.

Blue Coast Plans

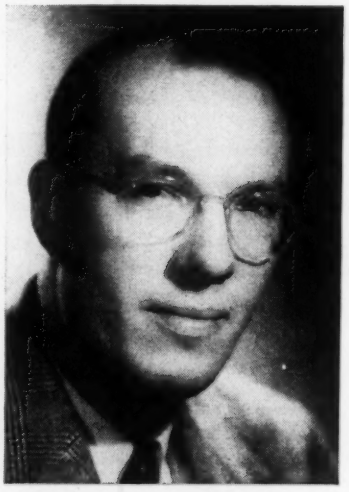
DECLARING Hollywood will more and more become center of Blue Network operations with future production schedule on an even greater scale than New York, Mark Woods, network president currently on West Coast, began a check-up of proposed sites for new western division headquarters. Network can occupy its present quarters, under agreement with NBC, until two years after equipment becomes available for new studios and technical installation. Purchase of a Hollywood station as well as final application for frequency modulation station and television transmitter, will also be considered by Mr. Woods and Edward J. Noble, owner and chairman of the network board during their West Coast visit.

CBS Spurs FM

CBS newly-announced plan to make its programs available to all FM stations O&O by its affiliates was highlighted in a recent series of newspaper ads purchased by Celanese Corp. of America in New York, Chicago, Rochester and Hartford to announce that starting Feb. 2, *Great Moments in Music* would be heard on FM stations in those cities. Placed through Young & Rubicam, New York, 75 and 145 line ads ran in four New York papers—The *Post*, *World-Telegram*, *Journal-American* and *Sun* on Tuesday, Feb. 1, with similar space in papers in other cities the following day. Space in the Worcester *Press* is scheduled for last week, when WTAG-FM starts carrying the program.

KMLB Transfer

APPLICATION was received last week from KMLB Monroe, La., for the relinquishment of control of the station by J. C. Liner Jr. through transfer of 498 shares common stock to Mrs. Melba Liner Gaston in exchange for 498 shares in Liner's Laundry Inc., Monroe J. C. Liner Jr. retains 499 shares in KMLB. His sister, Mrs. Gaston, with the one share now held in the station, will possess a like interest. The remaining two shares are held by J. C. Liner Sr.



MR. PIERCE

Medal Is Awarded Pierce by VWOA

WGAR Executive Honored for Italian Ship Surrender

VETERAN WIRELESS Operators Assn. on Saturday awarded its Marconi Memorial Medal of Service to R. Morris Pierce, chief engineer of the psychological warfare branch, Allied Force Headquarters in Algiers, for rigging up a haywire transmitter and so making possible the broadcast of Allied surrender terms to the Italian Navy. The feat is credited with materially expediting that surrender [BROADCASTING, Nov. 8].

Mr. Pierce is on leave from the position of vice-president in charge of engineering of the Richards radio stations—WGR Detroit, WGAR Cleveland and KMPC Los Angeles—to which he was recently elected after serving for 13 years as chief engineer of WGAR.

Gen. Arnold Honored

Award was presented by William J. McGonigle, VWOA president, during the organization's annual dinner cruise, held at the Hotel Astor, New York. Mr. McGonigle also awarded the Marconi Memorial Medal to Gen. Henry H. Arnold, Commanding General, Army Air Forces, in recognition of his pioneer work in the use of radio in aviation.

Marconi Medals of Achievement were awarded to W. J. Halligan of Hallicrafters Co., T. R. McElroy of McElroy Mfg. Corp., Ludwig Arnson of Radio Receptor Corp. and E. A. Nicholas of Farnsworth Television & Radio Corp., all former wireless operators and all presidents of industrial radio companies which have won Army-Navy "E" Awards.

Maj. Gen. Harry C. Ingles, Chief Signal Officer, U. S. Army, Rear Adm. Joseph R. Redman, Director of Naval Communications, Gen. Thomas Holcomb, former Commandant of the Marine Corps, and Rear Adm. Joseph F. Farley, former Director of Coast Guard Communications, were elected to honorary membership in the association.

Paying tribute to the radio heroes of the United Nations, the dinner was arranged on a United Nations theme, with diplomatic representatives of almost every one of the Allies present. Presentation of the awards, in several cases accepted by proxy due to military exigencies preventing the attendance of the award winner at the dinner, was broadcast on NBC, 11:15-11:30 p.m.

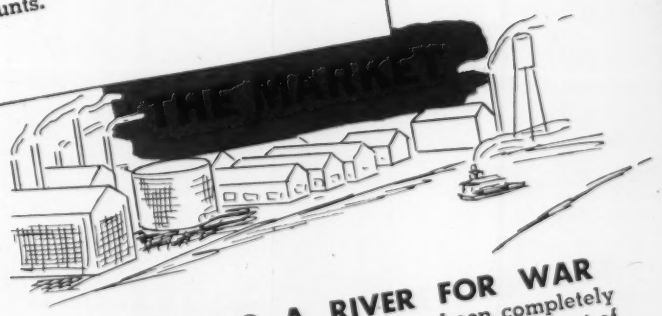
RICHARD CONDON, publicity and promotion director of 20th Century Fox Corp., has opened an office under his own name at 1 E. 57th St., New York, to handle publicity, promotion and public relations. Public relations in the motion picture and television fields are under the direction of Reginald Armour, executive vice-president. Max Youngstein, is secretary-treasurer.

NEW LAND OF PLENTY IN THE U. S.— THE TVA REA

THE STATION

Because of a need for "more time" to handle its increased-audience requirements, the broadcast-day at WLAC has been expanded to include the hour from 5 to 6 A. M. Listeners to this hour are treated to a varied menu of barn dance and Western music, news bulletins and farm information. A vast audience of farm-folk is available for "participating" accounts.

THE MARKET



MOBILIZING A RIVER FOR WAR

Today, the Tennessee River has been completely mobilized for war. Three-fourths of its total output of kilowatt hours is going into war production, producing aluminum, chemicals, gun powder, army clothing, and many other implements for victory. The contribution of TVA to the war cannot be computed now, but in the days to come its industrial effect upon the Nation will be a revelation.

WLAC

50,000 WATTS

NASHVILLE, TENN.

NATIONAL REPRESENTATIVES PAUL H. RAYMER CO.

GATEWAY TO THE INDUSTRIAL SOUTH

AT BALTIM

WORLD'S GREATEST T

TODAY devoted to a speedy victory; T

Baltimore takes another great stride toward industrial leadership in the post-war world!

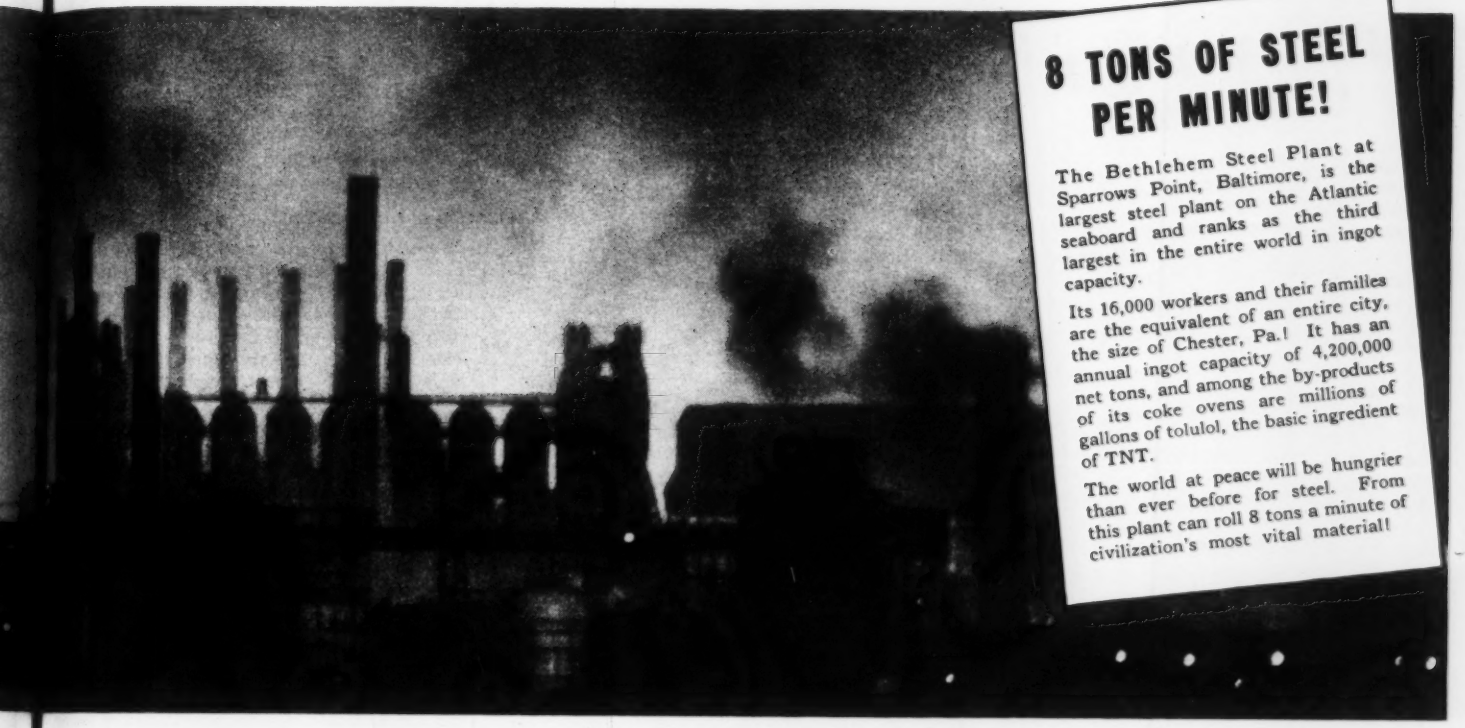
The great Sparrows Point Plant of the Bethlehem Steel Company ranks as the world's greatest tidewater steel plant. It can pour out steel at the rate of 8 tons per minute to feed the steel-hunger which will exist throughout the world when post-war reconstruction sets in.

The growth of Baltimore's steel industry is typical of the growth of more than 100 different industrial classifications in Baltimore, the fastest-growing big city in the East. The present boom is an acceleration of a 25-year trend of growth and expansion in industrial output, in wage earners, and in payrolls. Baltimore's great diversification of industry insures continued progress.

Now and in the Peace to come, Baltimore is one of America's great markets—a sound investment for your advertising dollars. Baltimore's Number One advertising medium is WBAL.

MORE:

TIDEWATER STEEL PLANT



8 TONS OF STEEL PER MINUTE!

The Bethlehem Steel Plant at Sparrows Point, Baltimore, is the largest steel plant on the Atlantic seaboard and ranks as the third largest in the entire world in ingot capacity.

Its 16,000 workers and their families are the equivalent of an entire city, the size of Chester, Pa.! It has an annual ingot capacity of 4,200,000 net tons, and among the by-products of its coke ovens are millions of gallons of tolulol, the basic ingredient of TNT.

The world at peace will be hungrier than ever before for steel. From this plant can roll 8 tons a minute of civilization's most vital material!

TOMORROW dedicated to Reconstruction!

WBAL *means business in Baltimore*

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

'Flyocracy'

A NEW CONNOTATION for the word "bureaucracy" has evolved in Washington. Its progenitor is James Lawrence Fly, since 1939 chairman of the FCC and since that time the most powerful figure in radio. He brooks no opposition from art, industry, the military or Congress. He fixes the rules of the game.

If additional evidence of Mr. Fly's campaign to control all that is radio were needed, it has been made crystal-clear during the last few weeks, despite the stress of war conditions, and with radio ill-prepared to offer resistence. The "duopoly" order, the newspaper ownership release (which at best is but a half-measure); Order 118 which would bare to the public gaze all contracts and records of stations; Order 119 to require networks to record everything, and which infers the same for all stations; and now the open defiance of the right of Congress to fix appropriations for Federal agencies.

Then, of course, that speech before FM Broadcasters Inc. which was little short of insult to 650 deadly serious broadcasters or prospective broadcasters who were hungry for facts on the Government's FM policy. Instead he gave them a vaudeville act.

"Flyocracy" isn't new to those in radio who have lived by sufferance of the FCC since Mr. Fly's appointment to the chairmanship. The Administration has defended the Fly rule—a sort of divide and conquer strategy. Mr. Fly never liked the NAB because it symbolized strength and unity back in 1939. He didn't like networks—the stronger ones, anyway—so they became a couple of Wall Street corporations. Probably no Government official in our times, has used more intemperate or abusive language in dealing with industry or public. And no official, within our recollection, has been more disdainful of Congress.

In testimony recently before the Senate Interstate Commerce Committee, Mr. Fly turned figurative handsprings in denying the FCC had any designs upon program control or anything more than cursory interest in business aspects. Then what about the proposed rule on disclosure of all contractual aspects of station operations, with only the item of financial reports held confidential? We guess these were excluded only because the FCC isn't authorized by statute to collect such statistics. Then, in the face of the equipment and manpower shortage, the FCC wants to require networks to record everything. The same rule wasn't made applicable to stations because it might cause "hardship".

What conceivable purpose could these proposed rules serve other than to crack down on business operations and programs? The rules may say nothing about either, but there can be no question about intent. They spell rate regulation and program control—not now, but step by step, when they become expedient. There are laws, which cover business and competition. On the program side, networks keep all scripts and record all talks anyway. So do many stations, for their own protection. The Federal Trade Commission reviews commercials by the carload.

The latest manifestation of "Flyocracy" goes to the House Select Committee investigation of the FCC. Mr. Fly accuses the Committee of running a "propaganda mill" and an "undercover" campaign. He charges the effort is to prevent the FCC from presenting its case so the $1,600,000 cut in FCC appropriations adopted by the House will be sustained in the Senate. He rushes to print, evidently timed for the usually dull news week end, to get his story across. The same sort of campaign brought the resignation of Rep. Cox as chairman of the Committee.

Mr. Fly wants to save Radio Intelligence Division and Foreign Broadcast Intelligence Service—FCC war babies. The Joint Chiefs of Staff advised against their retention, and despite rather strange interludes, the House saw the same way. But even with the cut, the FCC would have some $6,000,000 left. That's just about $4,000,000 more than any peacetime appropriation for the FCC.

It all boils down to this. Mr. Fly wants radio rigidly controlled, if not Government-operated. He wants business practices, and possibly even rates regulated. He wants program control; is working toward it. He doesn't like newspaper ownership. He, more than any man in radio annals, dominates the FCC—membership as well as staff.

Mr. Fly is No. 1 in communications in the U.S.A. by dint of drive, perserverance and resourcefulness. He figures in world communications, too, by virtue of his chairmanship of the Board of War Communications.

Congress writes the laws. It doesn't make the appointments to Federal agencies. As things stand now, Congress might as well make the FCC a one-man commission, and save the taxpayers' money.

FRITZ KREISLER yields! The eminent violin virtuoso will perform by radio—last of the artistic die-hards to capitulate. The late great Paderewski, shortly before his death, fell to radio's spell. With presidents, prime ministers and potentates regular performers, and even mind-readers on the air, radio indeed has few untried talent fields left.

Results Attained

TRADITIONALLY conservative by the very nature of their calling, bankers have been well in the rear of the radio procession. They have been cautious in turning to the radio just as they were among the last to advertise regularly in newspapers.

As the years pass and more bankers turn to radio, a fund of experience stories is being built up. The stories depict slightly timid ventures into the use of broadcast stations, some of them successful and some not so successful. In the last few years bankers have been talking among themselves, especially at conventions of the Financial Advertisers Association.

Their reports are rapidly becoming success stories. Collector of such stories is the *Bulletin* published by the FAA. On another page of this issue case histories of bank broadcasts are conservatively told, in keeping with tradition, but they are solid stories of money spent and results attained.

Which is just about the best way of telling any advertising story.

Our Respects To -

EDMUND ABNER LAPORT

IF RADIO had proved a disappointment, instead of the path to his job as manager of the engineering division of RCA Victor, Montreal, Edmund A. (for Abner) Laport would probably be pointing a recriminating finger now at certain people in Concord, New Hampshire, for tossing scraps of wire and used dry cells his way some 30 years ago.

Ed Laport—born in Nashua, N. H., two days before Firecracker Day, 1902—edged into his teens by exhibiting an unusual interest in Morse code. His youthful hobby prompted a one-boy salvage campaign. After rounding up odds and ends of wire from telephone repairmen and prying garage keepers loose from nearly-exhausted dry cell batteries which were used for automobile ignition, Ed strung patched lines to the homes of three young friends so that they might have a communication system all their own.

However, the four-way network died a-borning when his chums found telegraphy "too much trouble," so Ed made it a solo proposition.

Young Laport kept right after the dot-dash proposition during high school, but also found time for photography, nature study, printing, welding, mechanical drawing—and a lot more, too. He made photo exposures by the light of a kerosene lamp, took charge of his church's print shop, and filled his spare moments with adventures in Indian lore, woodcraft, taxidermy, hunting, fishing, trapping, basket-making, boat building and water color painting.

By 1919 Ed had his own crystal receiving set and a battery-powered spark coil transmitter. In the spring of '20, when a high school senior, he ventured down to Boston to take the examination for a second class commercial operator's license. He failed. "Buck fever," he explains in retrospect.

This temporary setback merely whetted Laport's ambitions. Several months later he took a short course in radio and won a first class license. His credentials, though, proved no open sesame to radio, so he found himself back in New Hampshire—working on farms and drilling artesian wells.

A pogo stick would be useful in keeping up with Laport for the next three years. Among various occupations followed, from Concord to Montana—a shore-to-ship radio operator; a Y camp counsellor; radio service department demonstrator; assistant foreman of a state prison chair factory (Ed, of course, was an outsider looking in); construction laborer in Lewis and Clark National Forest; laboratory

(*Continued on page 42*)

Today, Tomorrow and the Future join hands at

MILWAUKEE'S RADIO CITY

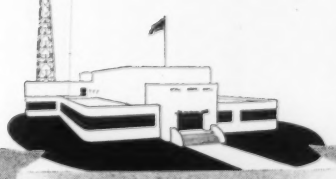
For the first time in local radio history, AM, FM and Television facilities are gathered under one roof, in Milwaukee's ultra-modern Radio City. In operation since August, 1942, Radio City is pledged to serve Milwaukee and Wisconsin with the finest in radio . . . *today* . . . *tomorrow* . . . and *in the future.*

Today, WTMJ, The Milwaukee Journal AM Station is continuing its record as Wisconsin's best programmed, most popular radio station.

Tomorrow, WMFM, The Milwaukee Journal FM Station will be an even more powerful force in a community that has eagerly accepted the advantages of static-free, crystal-clear FM reception. On the air since April, 1940, WMFM is the oldest FM station west of the Alleghenies.

In The Future, WMJT, The Milwaukee Journal Television Station will take to the air. Studio and engineering facilities for WMJT have already been installed at Radio City.

THE MILWAUKEE JOURNAL STATIONS



WMFM FM Member-American Network

WTMJ AM Basic-N.B.C.

WMJT TELEVISION

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Our Respects to

(*Continued from page 40*)

assistant, and general handyman on a mule ranch.

When 1924 rolled around, Laport began to take root in his chosen field of radio. In '27 he was sent on an important five-month mission to China to install RCA shortwave transmitters on railway cars for Chang Tso-Lin's northern army, then at war with Chiang Kai-Shek's Kuomintang. Shortages of skilled workmen, electrical supplies and modern tools, and language handicaps didn't make the job any easier.

"Capable Chinese engineers helped overcome difficulties," says Ed.

While on his China assignment, Laport cooperated with Myles Regottaz, then an RCA traveling representative and now Export Manager of the Company, in negotiating the sale to the Chinese Ministry of Information of a high-power shortwave transmitting installation intended to break the Japanese control over outbound cable communications. On Dec. 6, 1930 Laport—back in the USA— received one of the first test messages sent out from that station direct to the United States, from one of the engineers who had assisted him in China.

Upon his return from China in 1928, Ed was engaged in building a 50 kw transmitter to be installed by RCA in Italy. His willingness to tackle difficult assignments resulted in a trip across the Atlantic to Italy, where the equipment was set up at Santo Palombo, 20 miles south of Rome in the reclaimed Pontine marshes.

With only a brief interlude working for Westinghouse with new U. S. stations, Laport returned to Italy in 1932 to install a second 50 kw RCA transmitter at Milan.

In '33 Laport occupied himself as a radio consultant and with Wired Radio Inc., until joining RCA at Camden in 1936. Two years later he was asked to set up a new organization for RCA Victor Ltd., Canadian subsidiary of RCA, in Montreal for the design and development of transmitters. He had that organization going in high gear when the armed forces of Canada and her sister nations in the British commonwealth, as well as other United Nations, called for special radio equipment.

An important phase of his work at the present time is to select and train engineers, and to provide them with facilities for development. "In five years of assimilating young engineers," Laport states, "not one has failed to meet our expectations and not one has left our employ."

Versatile Ed Laport, who still spends at least an hour each night studying science and mathematics to make up for a college degree which he never found time to get, has no regrets over his globe-trotting. To the contrary, his travels have offered rich opportunities for his three principal hobbies—hunting, fishing and botany. He has found and identified over 1,200 species of flowering plants in North America.

But ten-year-old Robert Edmund Laport will tell you that his Dad claims the "greatest discovery of all" occurred on a ship bound across the Pacific for the USA—Miss Cora Scheurer, who became Mrs. Edmund A. Laport in 1930 after a two-year courtship.

Personal NOTES

CHARLES E. DROUGHMAN, medically discharged from the Army, has been added to the sales staff of WIP Philadelphia. Before entering the service, he was with Philco Distributors, Inc., Philadelphia.

ADOLPH FRANKEL, former staff assistant to Ralph C. Stuart, manager of the Westinghouse lamp division, has been placed in charge of the lamp division's electronic tube sales department.

JAMES DICKERT, chief engineer of World Broadcasting System in Chicago and since the transfer of Reed Wight to New York last year in charge of the WBS Chicago office, has been moved to New York on a special research assignment for World and its parent company, Decca Records Inc. William Hutchings of the New York WBS sales staff has been appointed head of the Chicago office and George Brown, former assistant to Mr. Dickert, is now WBS chief engineer in Chicago.

S. A. CISLER, manager of WGRC Louisville, on leave, has been promoted to a captain in the Marine Corps. He is stationed in El Centro, Cal., as group radar officer.

H. K. CARPENTER, vice president and general manager of WHK and WCLE, Cleveland, is at home convalescing from a fractured leg and sprained ankle suffered in a fall.

LT. (j.g.) VICTOR O. WATERS, former special assistant to the Attorney General in charge of music and radio matters, is completing basic training at the Armed Guard School, Gulfport, Miss., for gunnery duty.

WILLIAM SPEERS, assistant manager of CKOC Hamilton, Ont., has been appointed manager of CKRM Regina, Sask.

MARION E. HARRIS, has been named assistant station manager of KFSD San Diego. An account executive of KMPC Beverly Hills, Cal., Mr. Harris prior to 1943 has been with Don Lee, Hollywood.

JAMES TUTTLE, former manager of RCA Victor Distributing Corp., Chicago, has transferred to the general purchasing department of the RCA Victor Division.

DON TAYLOR, recently released from the Coast Guard, has joined the promotion and merchandising department of KSO-KRNT Des Moines.

FRED PALMER, manager of WCKY Cincinnati, has been appointed chairman of the program committee for the District Rotary Convention to be held April 2 in Cincinnati.

Wardell Heads KGBX

J. GORDON WARDELL, for six years sales manager of KGBX-KWTO Springfield, Mo., has been named general manager of KGBX by H. S. Jewell, president of Springfield Newspapers Inc., whose application to acquire control, under the FCC multiple ownership rule, of the Springfield Broadcasting Co., licensee of KGBX, is pending before the Commission. Other major staff appointments under the new management which began operations Jan. 1, include: Wayland Fullington, program director; Dennis White, chief engineer; Fred McGhee, news editor. George P. Hollingberry Co. has been named station representative. KGBX has been an NBC outlet for eight years.

Mr. Wardell

Springgate to KXOK

V. N. (Bud) SPRINGGATE has been appointed sales manager of KXOK St. Louis, according to an announcement made by C. L. Thomas, station manager. Mr. Springgate has been in advertising and radio since 1927 in such positions as copy writer, salesman, sales executive and sales promotion man. He also has had considerable experience in the field of newspaper promotion and advertising. A veteran of the first World War, Mr. Springgate served with the 35th Division of the 128th Field Artillery.

Mr. Springgate

George L. Dumbauld

GEORGE L. DUMBAULD, vice-president and treasurer of Blaw-Knox Co., died Feb. 3 in his home in Glenshaw, suburb of Pittsburgh. He was 61 and had been with the company for 24 years, joining as a controller in 1920, becoming a director in 1929, treasurer in 1930 and vice-president in 1936.

HENRY C. L. JOHNSON, former advertising manager of the radio division of Sylvania Electric Products Inc., has been promoted to a full lieutenant in the Navy.

REAU KEMP has been named sales director of the Warwick Manufacturing Corp., producer of radio and electronic equipment.

DON E. GILMAN, Western division vice-president of the Blue, has been elected a director of Hollywood (Cal.) Chamber of Commerce.

THOR KROGH, former traffic manager of KFEL Denver, has joined the New York office of BROADCASTING. Before joining the KFEL staff, Mr. Krogh served 3 years in the Army.

ELLA MASON, home economics expert on *Food and Home Forum*, heard on WOR New York, is co-author of *Soybeans from Soup to Nuts* to be published by Vanguard Press, New York, this month.

Inaugurating a New Era in Broadcasting . . .

"This is the American Network!"

That's an announcement you'll soon be hearing again — and here's what it will mean to you

ONE DAY SOON, you're going to sit down by a radio (a very special kind of radio), tune to The American Network (a very special kind of network), listen—and get the surprise of your life!

There will be something different about what you hear. A new note in the programs. A note of individuality and character that is associated with everything you hear on this network—the kind of individuality and character that distinguishes great newspapers and magazines.

Because The American Network will be a network with a definite programming policy. A policy of bringing you the kind of programs you want to hear—at the time of day or night you want to hear them.

You'll hear the best of everything —music, drama, comedy, variety, service material, news—not in hodgepodge confusion, but in a well-ordered presentation that will furnish all the entertainment and information you want without needless duplication.

You'll hear facts about what's happening in the world—and about products—that you can rely on.

And because American Network programs will be *quality* programs, so will the broadcasting and reception of them.

For this will be FM — frequency modulation — one of the most talked about developments in radio today. Voices and music are reproduced in their full, glorious, *natural* tones—the highest notes of the violin, the lowest notes of the drum reach you clearly. You'll tune the receiver just once — the volume won't fade or swell. And you won't be annoyed by a single stutter of static, interference or outside noise.

* * *

A *quality* network, The American Network will be made up and owned by *quality* stations located throughout the country, each station reflecting the character and policies of the network.

* * *

Never before in the history of radio have so many Americans felt the need for a new approach in broadcasting and new methods of programming.

With the birth of The American Network, combining the miracles of FM with individuality and character of purpose, a new era in radio broadcasting will begin.

The American Network, Inc.

Incorporated in 1941

LINCOLN BUILDING • NEW YORK 17, N.Y.

OWI PACKET, WEEK MARCH 6

Check the list below to find the war message announcements you will broadcast during the week beginning March 6. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	STATION ANNOUNCEMENTS NET-WORK PLAN	Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Red Cross	X	X	X	X	X	--	--
Join the WAC	--	--	X	--	X	--	--
Ceiling Price Lists	--	X	X	X	X	--	--
Fuel Conservation	--	--	--	--	--	X	X
Womanpower-War Jobs	X	--	--	--	--	--	--
Pay Your Taxes	X	--	--	--	--	--	--

See OWI Schedule of War Messages 98 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Red Cross Drive Heads OWI's Packet; Womanpower and Ceiling Prices Added

ENTERING its second week of a campaign to raise $200,000,000 for activities during the next 12 months, the Red Cross drive for funds continues as the principal messsage on the OWI Domestic Radio Bureau packet for the week beginning March 6.

To increase public understanding of lesser known Red Cross operations, network producers have been assigned specific fields for treatment in campaign appeals. These are: (1) blood plasma and surgical dressings (2) morale, medical-social health, small comforts, etc. (3) clubs, movies, organized recreation, clubmobiles (4) prisoners-of-war and worldwide inquiry service (5) nursing and first aid programs (6) hurricane, flood and other disaster relief.

Two New Subjects

Station announcements for the Red Cross appeals will be given a distinctive identification, a Sonovox introduction preceding the spoken message. The transcriptions, as in the case of other campaigns, are available for sponsorship and are regarded as suitable for any advertiser who has sponsored War Bond appeals.

New subjects on this week's packet are Womanpower and Ceiling Price Lists. The former, assigned only on the Network Allocation plan, stresses the continuing need for women workers in war plants and essential services and urges women not now employed to take a war job.

The Ceiling Price Lists campaign, promoted through the Station Announcement Allocation plan, urges housewives to compare prices with ceilings set by OPA. It is part of the overall Food Fights for Freedom program to keep food costs down and to make rationing effective. Announcements are considered suitable for sponsorship by chain stores, supermarkets and department stores.

Other campaigns scheduled during the week are Pay Your Taxes, Fuel Conservation, and Join the WAC. Sponsorship possibilities for station announcements for WAC recruiting were suggested in the Jan. 31 BROADCASTING.

Fuller Named

SID FULLER, production manager of KHJ Hollywood, has been promoted to program director of Don Lee Broadcasting System, announcement being made by Willet H. Brown, network vice-president and assistant general manager. He succeeds Van C. Newkirk who recently resigned to give full attention to his agency, Broadcast Advertising Co., Los Angeles. Mr. Fuller was for several years general manager of KGB San Diego before coming to KHJ. Simultaneously with his appointment, it was announced that Tony La Frano, producer, has been promoted to war program director of the Don Lee Network to coordinate government and other agency wartime activities.

Brengel to Blue

GEORGE BRENGEL, until recently with the National Foundation for Infantile paralysis as assistant national radio director in charge of radio production, has joined the Blue as assistant commercial program supervisor, reporting to Melvin Wambolt. Mr. Brengel was shortwave program producer of CBS, February-August, 1943, and had previously served as program supervisor and casting director of Compton Adv., New York.

RWG Contracts

CONTRACTS between Radio Writers Guild and NBC covering newswriters and between RWG and CBS covering shortwave scripters are "almost ready for signature," according to a guild official, who added that negotiations are continuing between the guild and CBS, NBC and Blue for contracts covering staff continuity writers.

BEHIND the MIKE

KEN CAMPBELL, announcer of CHEX Peterborough, Ont., has been transferred to CJKL Kirkland Lake, Ont. Tom Holub, former announcer and relief operator of CJKL is now overseas with the Canadian Army Show unit. Bob Hart, former CJKL announcer, has been discharged from the Canadian Army for medical reasons, and is now program director of CKRN Rouyn, Que.

MRS. W. F. McCREARY (Peggy Fyfe), announcer of CKX Brandon, is the mother of a boy.

D. A. PATERSON has joined the announcing staff of CKY Winnipeg, replacing Earl Cameron, resigned.

LORRAINE DAUM has joined the public relations department of CKY Winnipeg.

IAN ARROL has joined the announcing staff of CKWX Vancouver, coming from CFAC Calgary. Prior to that he was with CJOC Lethbridge.

DANNY DEAVER, announcer of KUJ Walla Walla, Wash., has joined KGFJ Los Angeles.

ALAN LISSER, formerly musical director, producer-announcer at KGNB Honolulu, has joined KFRC San Francisco as announcer.

CHARLES NOBLES has left the Blue announcing staff to join the overseas staff of the OWI. He is replaced by Roger Krupp, formerly announcer of WTCN Minneapolis.

DAVID ANDERSON, who has been doing news broadcasts for NBC from Stockholm, has been transferred to London. NBC's Bjorn Bjornson, formerly stationed in Iceland, has been transferred to Stockholm.

BRUCE WALLACE has joined WTMJ-WMFM Milwaukee as program director. He was formerly studio manager of KOIL Omaha.

DOUG RUCH, transcription operator of WJW Cleveland, is the father of a boy.

STUART JAMESON, Dick Gifford and George Kenville have joined the announcing staff of KHUB Watsonville, Cal. Former announcer Done De Wald is now traffic manager.

TOM COLLINS HALEY, formerly with WRC Washington, has joined the announcing staff of WJW Cleveland.

JOSEPH STOVALL, formerly of KMOX St. Louis, has joined WKRC Cincinnati as production assistant to the WKRC program director.

CHARLES DINSMORE, announcer of WORL Boston, has married June Ingalls of Portland, Me.

DENNIS KING Jr., formerly with WELI WHLD WBNY, has joined the announcing staff of WDRC Hartford.

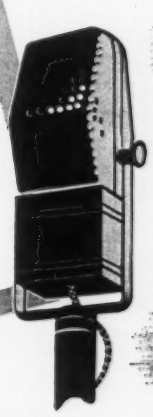
BILL MORGAN, formerly with WXYZ Detroit, has joined the announcing staff of WOAI San Antonio, Tex. Bruce Eagon has also joined the WOAI announcing staff. He formerly was with KTUL Tulsa and KVOR Colorada Springs. Other new additions to WOAI include Mrs. Rena Blackmore, continuity; Mrs. Henry Altick, continuity; Ruth Robbins, traffic.

ERIK BARNOUW, assistant script editor of NBC for the past two years, has been named by the War Department for a special mission.

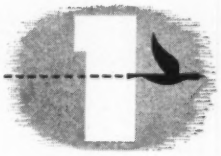
In Charleston, W. Va.— WCHS has more listeners than all other stations combined. Ask Crossley, he knows!

WCHS
Charleston, W. Va.
5000 on 580 • CBS

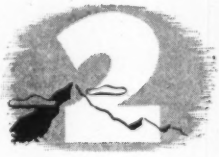
BEFORE YOU BUY RADIO TIME ON THE PACIFIC COAST...



Consider these 7 *important facts*

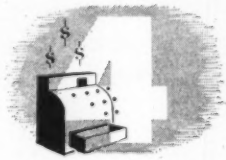


The Pacific Coast is just 1,352 miles long as the crow flies. It takes a lot of radio stations to cover *that* much territory.



Every important market on the Pacific Coast is surrounded by mountains 5,000 to 15,000 feet high which are a barrier to long range broadcasting.

Each year the people out here spend $13,000,000,000—and that ain't hay—$3,714 per family if you really want to know. Furthermore, the Pacific Coast leads all other regions of the U. S. in per capita income.



Half of the Pacific Coast retail sales are made outside of the counties in which the regular Hooper rated cities are located! That surprises you, doesn't it?

A special Hooper survey (the largest ever made on the Pacific Coast) shows that in many of the markets outside Los Angeles, San Francisco, Portland and Seattle 60% to 100% of the listeners are tuned to Don Lee.

Only Don Lee, with 34 stations can give you complete Pacific Coast coverage. In fact, if your radio program isn't released over Don Lee, a lot of Pacific Coast families can't hear it no matter how good it is.

More than 9 out of every 10 Pacific Coast families live within 25 miles of a Don Lee station—no other network can make that statement.

***In other words, you can't get your full share of the Pacific Coast's $13,000,000,000 unless you buy Don Lee.**

Mutual
DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres., Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented nationally by John Blair & Co.

THE NATION'S GREATEST REGIONAL NETWORK

Power AND POPULARITY
WCAO
The Voice of Baltimore
5,000 WATTS
DAY and NIGHT
☆ 600 KC ☆
The Basic Columbia Outlet for Maryland
PAUL H. RAYMER CO.
National Sales Representative
New York · Chicago · San Francisco · Los Angeles

BEN GREER has been named program director of KSAL Salina, Kan., replacing Bob Atherton who now is program director of WMC Memphis. Dean Ayers has joined the KSAL announcing staff.

WALDO MAYO, musical director of WLIB Brooklyn, was recuperating last week in Doctor's Hospital, New York, from a heart attack.

TOBE REED, announcer on NBC *Bob Burns Show*, and Bette Reed, of Beverly Hills, Cal., were married Feb. 1.

COURTENAY SAVAGE, of Army Forces Radio Service, has been assigned writer of the five-weekly comedy-drama, *Aunt Mary*, sponsored by Ben Hur Products Inc. on NBC Pacific stations.

JACK HOOLEY, BBC traffic man, has been named assistant to Stephen A. Fry, traffic manager of BBC, New York. He was scheduled to leave last week for a three-month visit to London.

ED HENNESSY, formerly with WRBL Columbus, Ga., has joined the announcing staff of KWK St. Louis.

RAY DADY, news commentator of KWK St. Louis, continued his three-daily programs from his home while recovering from an attack of pneumonia. Special wires were installed to facilitate the broadcasts.

MILDRED FORD, formerly of WBTM Danville, Va., has joined the announcing staff of KPLT Paris, Tex. Dorothy Thompson, new to radio, has joined KPTL as head of the continuity department.

TOM GARLINGTON has joined the announcing staff of KGVO Missoula, Mont. replacing Herbert Pijan who has resigned to joined the faculty of Montana State College.

FRED PELLE and Cal Smith have resigned from the announcing staff of WMMN Fairmont, W. Va. Bob Frazier, formerly chief announcer of WFBG Altoona, Pa., has joined the WMMN announcing staff.

JULIUS HABER, director of public relations of RCA-Vivtor in Camden, N. J., is the father of a boy.

JOHN KELLY, publicity director of KYW Philadelphia, has been accepted for Navy service and is awaiting call for active duty.

BETH BARNES, production director of WSB Atlanta has resigned to become assistant to Arch Oboler. She will help produce *Everything for the Boys*.

DOUG ARTHUR, program director of WIBG Philadelphia, is the father of a girl.

MARION BASEL, who recently resigned from the announcing staff of KYW Philadelphia, will be known as Mel Basel on the announcing staff of WIP Philadelphia.

GEORGE LILLEY, former publicity director of WCAU Philadelphia, has joined the New York publicity staff of Steve Hannagan, Inc., to handle the publicity for the three Coca-Cola network shows.

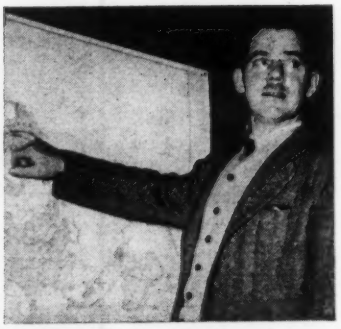
RONALD DAWSON, production manager of WIP Philadelphia, has resigned to become a drama director for CBS New York.

BOB LARRABEE, formerly of WCOA Pensacola, has joined the announcing staff of WBYN Brooklyn.

JERRY McGILL, director of *Big Town* on CBS, is the father of a boy.

JOHN ALLEN WOLF, CBS announcer, is the father of a girl.

NICK DRAGONETTE has joined the announcing staff of WPEN-FM, Philadelphia.



TIMELY TOPIC is illustrated here by Corwin Riddell, news chief of WOAI San Antonio, as he conducts his fortnightly news forum at the San Antonio Aviation Cadet Rehabilitation Center. The open discussions are for the benefit of hospitalized cadets and flyers returned from combat duty, and are under the auspices of the Red Cross.

FRED HOLT, formerly of WCLO, Janesville, Wis., has joined WOWO-WGL Fort Wayne, Ind., as newscaster.

BOB CARYLE, former program manager of WSRR Stamford, Conn., was inducted into the Army Feb. 7. He is now Private Robert N. Ickes.

JOSEPH R. TROTT JR., formerly with NBC Hollywood, has joined the announcing staff of WSPA Charleston.

CHARLES A. MANGANAO has been named head of traffic of NBC's International Division succeeding Lawrence Ruddell. Mr. Manganao has been with NBC for the past three years.

KATHRYN CAMPBELL, office manager of CBS London Bureau, who arrived in New York recently for a vacation, was guest of honor at a CBS luncheon at the Berkshire Hotel, New York, on Feb. 9.

BETTY ULIUS, formerly on the production staff of the Transamerica Broadcasting & Television Corp., New York, has been appointed continuity director of WBYN Brooklyn.

I. H. SCHWARTZ has joined the news staff of WLW-WSAI Cincinnati.

WARREN K. DEEM, announcer of WTAM Cleveland, has been transferred to the WTAM production department. He recently married Lola Jeanne Albright, formerly of WTAM and more recently with WJW Cleveland.

CATHARINE MOORE, formerly of KNOX Knoxville, has joined WHBQ Memphis.

GENE WILKEY has been named assistant program director of WCCO Minneapolis. He formerly was with WDOD Chattanooga, Tenn.

JIM LISTER, formerly with WAIR WFMD WCLO and program director of KSRO, has been accepted as a scholarship student at the Pasadena Community Playhouse at Pasadena, Cal.

KATHERINE FOX, public service director and coordinator of war activities for WLW-WSAI Cincinnati, has been made chairman of entertainment for the annual dinner which will launch the War Fund drive of the American Red Cross in that area.

GEORGE PROVOL, program director of KDYL Salt Lake City, has been named vice-president of the newly organized Intermountain Radio Council, which met recently in Salt Lake to adopt a constitution.

War Ad Project

SELLING the use of war advertising themes to the country's national advertisers is a recently organized sales force of some 350 media representatives who are contacting their clients not as salesmen of time or space, but as representatives of the War Advertising Council to urge greater use of advertising in the war effort. Project, directed by John Sterling of *This Week* magazine, embraces regional and local committees whose members include agency and advertiser representatives as well as time and space salesmen. Two members of the Council staff are devoting full time to supplying material and information to the sales force for this project, which the Council regards as its most important single activity of the year.

War Hits WGKV Feb. 1 As Four Enter Service

AS IT MUST to all stations, the effect of those "Greetings" has finally hit WGKV Charleston, W. Va. in force. The first of February the mass migration took place when the manager, director of women's activities, copy chief and promotion manager, and his replacement all felt the call. Nancy Flournoy joined the Red Cross, Worth H. Kramer, manager, was commissioned a lieutenant (j.g.) in the Navy, and Julius Glass, copy chief and promotion manager got his serial number. His replacement, Mrs. Scott Camp, Jr., after about two weeks decided to join her husband before he goes overseas.

Mr. Matthews

It now stacks up with Joe Matthews, former director of operations, as manager pro tem; Phil Vogel, former traffic manager, is now also program director; John McLean, is chief announcer and sports director; and Gil Canfield, former director of music and library, has the added duties of copy and promotion. Added to the staff is Mel Swillinger, formerly of WTOP Washington, who is now chief engineer.

KENNETH EVANS, former announcer of WOL Washington, is now freelancing. He is currently handling newscasts at WMAL Washington for Senate Beer.

JACK FAULKNER, of WTSP St. Petersburg, Fla., is the father of a boy.

BILL LOWERY, special events announcer of KTHS Hot Springs, Ark., has been named chief announcer. Norman Knight, of the KTHS public relations dept., has been named promotion director.

JIM McVEIGH, formerly of KYA and KFRC San Francisco, has been promoted to captain. He enlisted in the Army Air Force as a private less than two years ago. Capt. McVeigh is now stationed at Atlanta.

MORE THAN 2,012,000 persons have visited CBS playhouses and studios during the course of a year, while another 1,368,000 have visited 500 studios of the network's affiliates to watch programs.

An Old KOA Custom... Bringing Home the Bacon for KOA Advertisers

We're sure you've seen KOA Pens all over the country. There are "litter"ally hundreds of them, all belonging to long-time KOA Advertisers who have been feasting for years on the fat of KOA's coverage area.

It's really quite a feat, in these days of rationing, to have a larder full of bacon...or "Sales Results" ...cured, in KOA's own style, with: 50,000 Watt Power; 7 State Coverage; Top NBC Programs; 69%* Listener Loyalty; 68.8%‡ Dealer Preference.

No "Brown Ration Points" needed...it's first come, first served. So don't just let your mouth water, order some *KOA* "Sales Results" *now!!*

Few Stations In the Nation Can Equal KOA's Dominance

50,000 WATTS · 850 KC.
KOA
First in Denver

* *NBC Survey Tale of 412 Cities*
‡ *Ross Federal Survey*

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

REACH
MORE PEOPLE
MORE MONEY
MORE BUYING
than ever in the
SALT LAKE
MARKET
over
KDYL
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

Overseas Branch Revamped by OWI

Klauber Takes Active Part in Reorganization Program

A REORGANIZATION of the Overseas Branch of the Office of War Information, involving the resignation of three of its highest officials and the appointment of two officers of the Branch to high administrative posts, was announced last week by Elmer Davis, OWI director.

Mr. Davis told reporters at a press conference in New York he had reached an agreement with Robert Sherwood, director of the Branch, to enable the agency to meet "most effectively" its growing responsibilities in the field of psychological warfare. He declined to discuss reports that he had demanded dismissal of the three Sherwood aides and that the matter had been carried to the White House.

Klauber Participates

Present at Mr. Davis' conference was Edward Klauber, former CBS executive vice-president, now associate director of OWI. Mr. Klauber was reported to have recommended the reorganization of the Overseas Branch.

Mr. Davis said he had accepted the resignations of James P. Warburg, Deputy Director for Psychological Warfare Policy; Joseph Barnes, Deputy Director for Atlantic Operations; and Edd Johnson, Chief of the Editorial Board of the New York office.

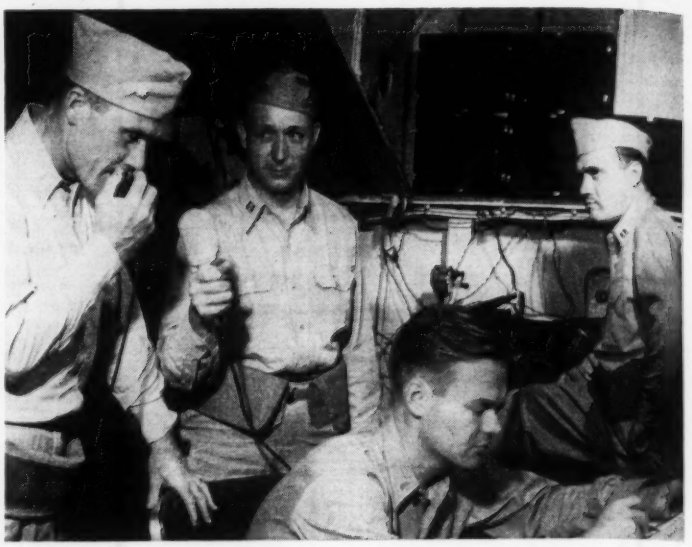
Edward W. Barrett was appointed Executive Director of the Overseas Branch under Mr. Sherwood, a new post created by Mr. Davis. Mr. Barrett was former chief of the News and Feature Bureau of the Branch and recently returned from an assignment in the Mediterranean and North European theatres of war. He was previously associate editor of *Newsweek*.

Named as Assistant Executive Director to Mr. Barrett was Thurman L. Barnard, who has been chief of the Outpost Service Bureau of the Overseas Branch. He was formerly vice-president of N. W. Ayer & Son, advertising agency.

Mr. Warburg had been with the OWI since its inception, having joined the old Office of the Coordinator of Information a predecessor agency, in August 1941. He is a former assistant secretary of the Treasury, and has written a number of books on economics and politics. Mr. Barnes had been foreign editor of the *New York Herald Tribune* before coming into OWI in 1942. Mr. Johnson had been foreign news editor of CBS and had done newspaper and magazine work before joining OWI.

Both Mr. Barrett and Mr. Barnard were in Washington later in the week conferring with OWI officials. They were at Mr. Davis' conference which was held Monday in New York. Mr. Barrett will direct the Overseas Branch until Mr. Sherwood returns from a trip to London.

It appeared that the administrative changes effected by Mr. Davis will result in closer supervision of Overseas policies from Washington, making for greater coordination with State Dept. and Psychological Warfare Board activities. The operations of the Branch in New York, however, will be left virtually unchanged.



NAVY COMES THROUGH with the "first recordings ever made during actual naval battle". Lt. Charles Dillon, former radio director of the American Red Cross, holds the microphone near the carrier's air officer to pick up his conversation with one of th ship's planes circling above a German U-Boat. Lt. Marvin Royston, (right), previously an NBC-Blue engineer in Chicago, records the ship-to-plane conversation on the sound film. One of the ship's officers plots the chart in the foreground. First of these recordings was heard on Blue, Jan. 28 [BROADCASTING, Jan. 31].

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Slender . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.
Write or Wire for Complete Information.
ARMY E NAVY
Bonds for VICTORY
Makers of
WINCHARGER FARM ELECTRIC SYSTEMS
WINCO DYNAMOTORS
WINCHARGER VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES
WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA

IDEA-CONDITIONING

...that's the formula that makes WHN a success with listeners and clients

Ideas count at WHN . . . ideas that mean doing a thing a little different (and better) . . . ideas that have brought WHN listeners some of radio's really outstanding programs.

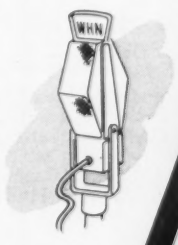
Like Dick Gilbert . . . who *sings with records!*

Here was an idea with snow-flake uniqueness that took the "make-believe" out of recorded ballrooms, brought listeners flocking to the program, and made radio editors say trite but always pretty things as: *"Refreshing"—"Gilbert is unique"—"a swell show."*

Agencies say pretty things, too. Like this one from Huber Hoge who sold books on Gilbert's show: *"I almost sat down and wrote a postcard requesting the book myself!"* And the one from Weiss and Geller which said: *"The client and the agency are very much pleased with the amount of mail you have received."*

Programs *with ideas,* like Dick Gilbert's, are typical of the WHN desire to bring something new and outstanding to radio listeners. We call it *"Idea*-Conditioning."

Idea-Conditioning that's *ideally* conditioned for New York tuner in-ers.



WHN
NEW YORK

Represented by
RAMBEAU

50,000 WATTS IN THE NATION'S NO. 1 MARKET!

SALES FLY HIGH
WHEN YOU BUY
WBAL
BALTIMORE'S
Blue Network Outlet
John Elmer
President
Geo. H. Roeder
Gen. Manager
FREE & PETERS
Exclusive National Rep.

Purely PROGRAMS

NON-CONTROVERSIAL statement of United States racial problems is embodied in six quarter-hour broadcasts started on CBS Pacific stations under the title of *These Are Americans—Series II.* Weekly programs concern scientific facts about race; situation of the Negro in Los Angeles and West Coast; as well as the Negro contribution to armed forces, industry, agriculture, the arts and sciences. Prominent Negro and white leaders in these fields are featured. Presented under auspices of Committee for Home Front Unity and Little Tokio Committee, Council of Social Agencies, series is supervised by Frances Farmer Wilder, CBS Hollywood director of education.

* * *

Story Dramas

DESIGNED to increase interest in children's literature through improvement in speech and oral reading, the Children's Theatre Council of Binghamton, N. Y., has inaugurated a new series of programs over WNBF Binghamton. The weekly quarter-hour broadcast, a part of the regular school curriculum in literature, features participation by boys and girls who are assisted by a story teller in presenting stories in dramatized form. In addition to developing a keener interest in dramatics, students are also taught to become more critical listeners.

* * *

Children's Stories

TO CREATE an informal atmosphere suggesting story-telling in the home, children attending the broadcasts of *Let's Listen to a Story,* now heard on WMCA New York, are encouraged to interrupt the narration with their questions. Emphasizing contemporary childrens books, the quarter-hour Sunday feature is conducted by Dr. Myrtle McGraw, child psychologist. Series is an outgrowth of a conference between the station and child welfare agencies to find ways in which radio could help combat juvenile delinquency.

* * *

War Vet Series

WOUNDED soldiers interned at the Halloran General Hospital, Staten Island, N. Y., are interviewed in a weekly half-hour series conducted by Stan Lomax, sports announcer on Mutual. Members of the hospital staff, including chefs and nurses, and entertainers, are also heard. Program emphasizes the care and attention received by the men.

* * *

Adults Only

FOR THOSE interested in bringing up children and the problems pertaining thereto, WOR New York is presenting a Saturday half-hour *For Parents Only* series, conducted by Mrs. Sidonie Gruenberg, director of the Child Study Assn. of America, and featuring child specialists. Program considers problems concerning children, both young and teen-age.

Service Guests

PRESENTED in co-operation with the Army, Navy and Marine Air Forces, the Blue Network program *Captain Midnight,* Mondays through Fridays, 6:45-7:00 p.m., will present actual flying heroes on each Tuesday and Thursday broadcast until June. The flyers will describe air battles in which they participated and urge citizens to buy more war bonds and salvage materials vital to the war effort. The Wander Co., Chicago (Ovaltine), sponsors of the program, will omit its commercials to provide time for the flyer's interviews. Hill Blackett & Co., Chicago, is the agency handling the account.

* * *

Junior Jive

ORIGINATING from Boys' Club of Hollywood (Cal.), a weekly half-hour program of recorded music and live talent, titled *Junior Night Club,* has been started on KGFJ Los Angeles. Founded by local Assistance League to aid in curbing juvenile delinquency problem, the club offers teen-agers recreational opportunities. With Harry Koplan as m.c., dance records furnished by the station feature a different band leader each week.

* * *

Police Program

POLICE DEPARTMENT in New York City through the Bureau of Missing Persons and Juvenile Aid Bureau is presenting a series of quarter-hour programs twice-weekly on WWRL New York under the title *Vanishing Americans and Police Alarms.* A local detective discusses juvenile problems and presents case histories of various juvenile delinquents.

* * *

Parliament Report

WEEKLY *Report From Parliament Hill* is being aired on CHML Hamilton, Ont., by the members of Parliament representing the constituencies covered by CHML. Three members take turns each Saturday night to tell in a quarter hour program the happenings of the week on Parliament Hill.

TOKYO RAIDER Col. John H. Hilgen (l), leader of one of the flights on the Doolittle force gives a first-hand account of his combat experience on the AAF Tactical Center's program over WDBO Orlando. Each Thursday, 8:30-8:55 p. m., the Center's public relations office presents an air hero who tells of the action he has seen. Pfc. Robert S. Maurer, writer and producer of the series, previously, with CBS and the Kaufman Agency, Washington, gives the colonel last minute instructions while Cpl. Robert Cannon reviews his part in the script.

* * *

News Feature

REMOTE PICK-UPS of spot news events in Philadelphia is being developed by WIP in the development of a *News in Action* feature. An attempt is made to augment the regular news item by giving the listener color and background material as is the custom of the local newspapers in covering important news happenings. The WIP mobile unit is rushed to the scene of a news event, making transcriptions on the spot. Recordings are then rushed back to the studio for broadcast to compliment regular news items.

* * *

College Forum

A COLLEGE FORUM, *Religion in Today's World,* introducing student speakers from local college religious clubs, is now heard in a series of weekly quarter-hour programs over WQXR New York. Students point out practical examples of cooperation among religious groups at various colleges.

* * *

Marines on Air

FEATURING Marines just returned from combat areas, a weekly quarter-hour transcribed series *These Are the Marines* has been started on KMTR Hollywood. Program is written and narrated by Staff Sgt. John Whitehead of Marine Corps Public Relations office.

The TEXAS RANGERS now
Selling
Flour
on
KICA
Clovis, N. M.
...also selling many other products on many other stations.
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

TEST YOUR KNOWLEDGE OF PANAMA
1 What percentage of Panama's present population speaks English?
2 Name the Panama station that carries English programs exclusively every evening.
3 How can you tell your advertising story to the big, rich English-speaking Panama population?
1. 50% 2. HOK 3. HOK
COLON
PANAMA
SOUTH AMERICA
HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama
Rep. Melchor Guzman Co. Inc.
© Rockefeller Plaza, New York City

A NEW RESOURCE HAS BEEN DEVELOPED

THE WEALTH of America has been wrought from her natural resources of fertile lands, wide forests and rich mineral deposits by the brains and muscles of her people.

But another resource is now available. A new source of wealth and well-being has been developing gradually and almost unnoticed which is tremendously important today and of still greater importance for tomorrow.

This new resource is the research laboratory.

Today, in hundreds of industrial and college laboratories, trained minds are expanding the world's knowledge, and applying the results of research to industry and to war.

In the Bell System, research has always been a fundamental activity. The telephone was invented in a research laboratory. And for years Bell Telephone Laboratories has been the largest industrial laboratory in the world.

Underlying modern research is the realization of vast latent values in nature. Although the lone genius does from time to time bring to light some part of these hidden values, only organized scientific research can assure the thorough exploration that will render the full measure of use for human welfare.

Research means imagining and experimenting. It means the searching out and bringing together of facts. It means clear statements of problems, precise measurements and keen analysis. It means tenacious following along unexpected paths.

These are the procedures of research. Its consummation is the grasping by subtle minds of relationships in nature no one has previously known. And on the basis of the broader knowledge so established are built new materials, new methods and new structures to serve the people of America.

The Bell Telephone Laboratories has now concentrated its efforts on communication systems and equipment for the armed forces. When the war is over its researches in communication will again be applied to an ever-improving telephone service in America.

BELL TELEPHONE SYSTEM

WAVE COMES CLEAN ABOUT SPICK (Ky.)!

Here's the truth and nuttin but the truth: WAVE doesn't cover Spick, Kentucky. Maybe some cosmic 50,000 watter can sell your soap or soup down there—but us, we devote ourself to the big Louisville Trading Area, which we cover like a laundry basket. What's more, we're the *only* NBC station that does! Want the rest of the dirt?!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

BOOM!

There's a boom back home, too, in the town where this gun was made.

COVER THESE NEW MARKETS WITH RADIO

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Studio Notes

WIS Columbia, S. C., has begun a weekly *Higher Education Enrolls for Victory* series telling how South Carolina's 16 colleges and universities are aiding in the winning of the war and the peace. Many of the half-hour programs are originated on campus from the various schools.

WABF, New York FM station, has formed a radio FM stock company under the name "The Metropolitan Players", and is presenting a series of 13 Sunday evening plays.

WIP Philadelphia has entered into a time-for-space swap arrangement with the Philadelphia *Daily News*. Newspaper takes over sponsorship of Howard Jones' *Easy Does It* program, featuring hints for homemakers three times weekly. In return station is credited with a corresponding amount of advertising space in the *News*.

NEW RATE CARD, No. 9, has been issued by WAAF Chicago. According to the station, card is more flexible than any ever before used by WAAF. There is an approximately 15% increase in all classes of time except Sunday, which carries a more sizable increase. Also announced was a new WAAF policy whereby no mail-pull accounts will be accepted on anything but quarter-hour programs.

WJBW New Orleans, has acquired the special AP radio news wire from Press Assn.

WPEN-FM Philadelphia has completed arrangements for the Swarthmore Network, representing the FM station at Swarthmore College in suburban Philadelphia, to rebroadcast portions of WPEN-FM's programs between 7 and 11 p.m. This enables the station to reach a college audience of approximately 800 by means of carrier current.

WPTZ, Philco television station in Philadelphia, has inaugurated a new series of remote pickups from the Philadelphia Arena. Each Friday evening, the television cameras pick up the wrestling bouts and other sporting events staged at the Arena. During the course of the season, WPTZ also hopes to be able to televise the circuses, rodeos and ice shows presented at the local sports centre.

BILL MELIA, of the program department of WWNC Asheville, N. C., is taking part in the Army's rehabilitation program by visiting Moore General Hospital every Monday afternoon and presenting a half-hour news summary for ill and injured servicemen.

THROUGH arrangements with the OWI San Francisco program board, weekly broadcasts of *In Time to Come*, sponsored by United Airlines on CBS Pacific stations, are now being shortwaved to the Pacific war theatre. Program is released on KWID KROJ KWD.

LYMAN SMITH, former public relations director, has been made head of the enlarged transcription department of KMTR Hollywood. Station has completed installation of a new recording channel, making a total of five in operation. Two mobile units are also being utilized. Besides Mr. Smith, department personnel now includes Eddie Lipps, chief engineer; Bob Richards, recording engineer; Freddie Vanderhurst, recordist.

WIBA Madison, Wis., records its Sunday afternoon quiz program, *Quizzin' Bee*, featuring questions about farms by "country cousins" and answered by a studio group of "city slickers", for rebroadcast on WTAQ Green Bay, WEAU Eau Claire and the Wisconsin Network.

KMOX St. Louis has inaugurated a new series of public discussion programs titled *St. Louis Speaks* designed to stimulate discussion and participation in subjects of community concern. William H. Stead, dean of the School of Business and Public Administration at Washington U., St. Louis, is chairman for the series.

WINX Washington has started an early morning *Sunrise Newsreel* on which a quarter-hour of the latest news is aired four-times consecutively. Identical to the *Midnight Newsreel* featured on WINX for the past three years, the morning series is heard weekdays from 6-7 a.m. and on Sundays 7-8 a.m.

KODY North Platte, Neb., has purchased the leased wire service of the Chicago *Daily News*.

KFRC San Francisco has been awarded a war-effort citation by local Marine Corps Recruiting District for its aid in recruiting personnel.

VIGNETTE series, based on history of surrounding small communities, has been started on KOY Phoenix.

KFSD San Diego has completed music licensing agreements with Associated Music Publishers, New York, while the following stations have extended their agreements with AMP: WTOL WSOC WSBT WOC WKAQ WIP WHO WFBM WCAE.

HOUSEHOLD hints are offered on *The Handy Man*, thrice-weekly quarter-hour series now heard on Mutual in addition to WOR, MBS New York affiliate. Listeners are invited to use the program as an exchange for ideas on housekeeping. Program is sponsored locally on WOR.

VICTORY gardeners of WLS Chicago have been awarded a plaque by the National Victory Garden Institute for their "outstanding contribution to the Victory Garden Program in 1943". WLS employes, stars of the *National Barn Dance*, producers, announcers, department heads and secretaries made up the station's teams which farmed plots on "Burr Ridge Farm," owned by Burridge D. Butler, chief of WLS.

WDAS Philadelphia is installing completely new RCA control room equipment.

WEEI Boston has graduated its third class of announcers and expects to begin another course in the near future. Representatives from stations in each of the New England states were present at the recent graduation exercises of the Third Class.

TWO BRANCHES of the armed services have their own weekly variety show on WNEW New York, *The Coast Guard Show* from the Brooklyn Barracks of the U. S. Coast Guard, and *Wings Over New York*, presented by the Mitchell Field Army Air base from its Post Theatre.

REPLACEMENTS FOR MEN gone into service from WTAG Worcester are these technicians (l to r): Mary Marble, Helen Lohnes, Marcia Allen. Miss Marble, a veteran of seven months on the engineering staff, offers a few pointers to Miss Allen, latest addition. Most of the transcription cuttings are handled by Miss Lohnes.

DUQUESNE Brewing Co., Pittsburgh, claims to be using the largest cast ever employed on a Pittsburgh program for its half-hour *Melody Magic* show heard weekly on KDKA. In addition to a 28 piece orchestra there are two vocalists, a quartet, chorus and announcer.

CHARLES BURTIS, chief engineer of WPEN Philadelphia, has completed construction changes making four program channels available for the studio. New set-up makes it possible to use all four broadcasting chambers at the station and facilitate additional program service, including the origination of independent programs for other stations in the territory.

KYA San Francisco and the *San Francisco Chronicle* have concluded a time purchase deal in which the *Chronicle* now has a direct tie-in with radio on a 52-week time purchase basis. Newspaper now sponsors ten 10-minute newscasts daily and receives credit for supplying news for the other 10 on-the-hour news periods over KYA.

WLIB Brooklyn has acquired the special AP wire of Press Assn.

WBAM, FM station of WOR New York, on Feb. 10 changed its broadcast schedule from 1-7 p.m. to 5-11 p.m. Monday through Saturday.

WINS New York has abandoned its five-minute newscasts, broadcast at irregular intervals, in favor of four quarter-hour broadcasts at specific hours during the morning.

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beeline

Robert A. STREET National Sales Manager

Paul H. RAYMER CO. National Representatives

McClatchy Broadcasting Company
Sacramento, California

Outler Is Named Manager of WSB

Commercial Head for Decade; With Station Since 1931

JOHN M. OUTLER, for 10 years commercial manager of WSB Atlanta, last week was appointed station manager by J. Leonard Reinsch, managing director of the Cox stations, WSB WHIO WIOD. He has been with WSB since 1931, when he joined the then advertising department.

Mr. Outler

Born in Georgia, Mr. Outler attended school in Thomasville. Following his graduation in 1914 from Emory College he joined the advertising staff of the *Augusta* (Ga.) *Herald*. Two years later he went to the advertising department of the *Atlanta Journal*. Except for two years he served overseas as a lieutenant in the Army during the first World War, Mr. Outler remained with the *Journal* until his transfer to WSB in 1931.

He was instrumental in creating the commercial department of WSB and subsequently was named commercial manager. Until recently Mr. Outler served as chairman of the NAB Sales Executive Committee, of which he is still a member.

The new manager of WSB is chairman of the NAB 5th District Sales Managers Division and until the Retail Promotion Committee was discharged, he was a member of that group which sponsored the NAB film presentation "Air Force & the Retailer". He is regional consultant for the OWI.

OD-30 Placing

OD-30, a new air deodorant produced by OD Chemical Corp., New York, is to be promoted on the *Food and Home Forum*, participating program on WOR New York. Product was developed by Dr. Walter H. Eddy, head of the American Institute of Food Products, who conducts the WOR series. Other radio is planned. Business will be placed by Alley & Richards Co., New York, agency for R. C. Williams & Co., New York, (Royal Scarlet Foods), which has been named distributor for OD-30.

LEIGH WHITE, CBS commentator now on leave of absence to do research under a Nieman Fellowship at Harvard U, is the author of a book covering the German occupation of the Balkans in 1940. Titled *The Long Balkan Night*, book is scheduled for publication Feb. 28 by Chas. Scribners' Sons, New York.

APPLICATION of analogies to mechanical and acoustical problems so they may be solved in terms of electrical circuits is explained by Harry F. Olson, acoustical research director, RCA Laboratories, in the book *Dynamical Analogies*, published by D. Van Nostrand Co., New York.

PORTER IS OFFERED DEMOCRATIC POST

PROFFER of the post of public relations director of the Democratic National Committee to Paul A. Porter, assistant to Economic Stabilization Director Vinson, was reported last week, but with indications that the former radio attorney would not be available. Robert E. Hannegan, chairman of the Committee, it is understood, offered the assignment to Mr. Porter. In informed quarters it was understood Mr. Porter had requested that his name be withdrawn.

Paul Porter

Democratic Committee publicity has been directed for the past dozen years by Charles Michelson. He probably will serve as public relations director emeritus in the forthcoming campaign, but does not wish to take over active direction. Appointment of a radio director also is under consideration, but the selection probably will not be made until after the new publicity head is named. Robert I. Berger, now with the OWI Overseas Branch, was radio director during the last campaign.

Mr. Porter was Washington attorney for CBS until 1940, when he became assistant to Chester C. Davis, then Food Administrator. Afterward he became assistant administrator of OPA in charge of rent control and last year became chief assistant to Justice Vinson. A native of Kentucky, he was a newspaper publisher and reporter before joining CBS in 1937.

Paramount Signs

PARAMOUNT PICTURES, Inc., New York, has signed a 52 week contract for thrice-weekly participations on *Arthur Godfrey's* program on WABC New York, effective Feb. 12, for future productions. Agency is Buchanan & Co., N. Y.

Hillbilly Hits

POPULARITY of *Hillbilly Hit Parade*, a one-hour program of specially arranged transcribed hillbilly tunes, is growing, according to KRLD Dallas, where the program was begun last fall at the suggestion of Clyde W. Rembert, station manager. Now sponsored by Sterling Insurance Co., Chicago, Mondays, 10:30 p.m., sponsorship on a second night is expected.

SCHOOL of Radio Technique, New York, has inaugurated courses for school teachers in "Techniques of Preparing and Producing Radio Programs in Schools". It is credited by the State Education Dept. of the U. of the State of N. Y. Faculty members include Arthur Whiteside, production manager, and Eugene H. King, night producing manager of WOR New York; Addison Pitt and Crystal Waters, radio directors and producers.

ASSOCIATE WITH STARS TO POPULARIZE YOUR PRODUCT!

KSD

ON THE BASIC NBC NETWORK

In St. Louis

WITH THE NBC STAR PROGRAMS

FIRST in ST. LOUIS in "Firsts" on Nation-Wide Popularity Polls . . . It is 225 Miles from KSD to the Nearest Other Basic NBC Outlet!

A Distinguished Broadcasting Station

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE and PETERS, Inc.

N. Y. Agency Buys Air Time on WQXR

Albert Frank-Guenther Law Signs for Music Shows

TO PROMOTE its advertising and public relations services, Albert Frank-Guenther Law, New York, has signed for two musical programs on WQXR New York, in what is believed to be one of the first instances of its kind in the New York area. In the belief that there should be some potential clients among the "quality" audience tuning in to the station's classical music programs, the agency contracted for the Friday and Sunday broadcasts of *Symphony Hall*, recorded music program heard 8-9 p.m., starting Feb. 27.

Commercial copy will be keyed to the theme that advertising of the "hypnotic" variety is becoming a thing of the past, and that the use of advertising with an educational and informative slant is coming to the fore and will predominate in the post-war era.

The value of advertising as a form of communication in the field of ideas as well as products will be stressed. A regular newspaper advertiser for a number of years, the agency will confine its promotion to the radio program for the present.

Silliman Evans Resigns As Chicago Publisher

RESIGNATION of Silliman Evans, publisher of the *Chicago Sun*, was announced last week by Marshall Field, editor and owner, who has taken over the publishing duties. Mr. Evans, publisher of the *Nashville Tennessean*, has been an applicant for a station in that city, where he has maintained his residence. In a recent address before the National Council for Professional Education in Journalism, Mr. Evans proposed rigid Governmental supervision of radio and cited its competition with the press [BROADCASTING, Jan. 24].

Mr. Field said Mr. Evans had asked to be relieved as publisher of the *Sun* to permit him to devote his time to his own expanding affairs. Mr. Evans announced that Mr. Field had asked him to assist in establishment of the *Sun* and that this purpose had been accomplished.

Rosefield in East

ROSEFIELD PACKING Co., Alameda, Cal., introduced its transcribed quarter-hour program *Skippy Hollywood Theatre* to the eastern area Feb. 12 as a weekly feature of WEAF New York. Heard on West Coast stations for several years, the program continues there, for Skippy Peanut Butter. Agency is Garfield & Guild, San Francisco.

CALLING *Here's to Youth* a "splendid suggestion to post-war planners," the Feb. 5th issue of the *Journal of the American Medical Assn.* pays tribute to this NBC series.

T for Sunk

GIL MARTYN, Blue Network commentator and announcer who once taught voice and speech at Columbia U., found himself sunk on a "T" the other day. On his *Esso News* broadcast he commented: "Chungking, China—American and Chinese pilots have attacked a seven-ship enemy convoy off the south China coast. The score—two Japanese ships sunk; three other probably STUNK."

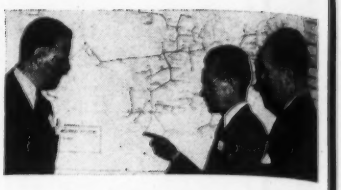
Iowa Broadcasting Co. Reelects Gardner Cowles

GARDNER (Mike) Cowles Jr. president of the Des Moines Register & Tribune Co. and *Look* magazine has been re-elected president of Iowa Broadcasting Co., comprising KSO and KRNT Des Moines and WMT Cedar Rapids. Stockholders at the meeting discussed improvements in programming, particularly how newscasts and other programs directly related the war effort can be handled with greater service to the public.

Few changes were made in IBC officers and directors. John Cowles was re-named v-p; Craig Lawrence, manager of KSO and KRNT, executive v-p; William B. Quarton, manager of WMT, v-p; Vincent Starzinger, general counsel, secretary and treasurer Arthur T. Gormley, assistant secretary; and Karl Haase, assistant treasurer. Directors elected were: Gardner Cowles Jr., John Cowles, Craig Lawrence, Vincent Starzinger, W. W. Waymack and Arthur T. Gormley.

Parade Change

IN RENEWING *Your All Time Hit Parade* on NBC Feb. 11, Friday, 8:30-9 p.m. American Tobacco Co., New York, changed the format to include an audience participation feature, in addition to replacing the former musical talent with Lulu Bates, Blues singer. The new feature is a musical memory test in which members of the audience are asked to recall the titles of the tunes, a $500 prize going to the winner. Foote, Cone & Belding, New York, is agency.



ENGINEERING executives of Mutual discussed line problems affecting network and its affiliates at recent meeting in New York of newly organized Technical Advisory Committee, composed of engineers of key MBS stations. Left to right: J. R. Poppele, WOR chief engineer; Andrew Poole, Mutual traffic manager; F. R. MacFarland, American Telephone & Telegraph Co. program service manager, who was guest speaker at meeting.

Ferry-Hanly Divides

FERRY-HANLY Co., New York, is arranging with the principals of the Kansas City office for establishment of that office as an independent, separately financed partnership, to be operated under the name Bruce B. Brewer & Co. The new agency is expected to start independent operations around March 1, under the direction of Bruce B. Brewer, vice-president and manager of the Kansas City branch. Current accounts will continue to be serviced by the new firm. A policy of cooperation will be maintained between the Brewer agency and Ferry-Hanly Co., according to C. P. Hanly, president, who said that as a result of the change, facilities of its subsidiary, Wallace-Ferry-Hanly Co., Chicago, were to be expanded.

RCA Trims Series

RCA, New York, concludes its *What's New* series of hour-long Saturday evening broadcasts on Feb. 26 and the folowing Saturday starts a new half-hour series in the final 30 minutes of its former 7-8 p.m. spot. J. Walter Thompson Co., New York, handles the program.

Kaltenborn to Cuba

H. V. KALTENBORN, NBC commentator sponsored by Pure Oil Co., is to leave New York March 2 for Havana where he will interview government officials and industrial leaders, returning March 13. Robert St. John, NBC commentator, will substitute.

Prosperous Farm and Factory Workers

WDZ's "Directional Programming" has been aimed exclusively at average people for the past 23 years. As a result, factory and farm workers . . . the most prosperous spending groups today . . . listen faithfully and respond to WDZ's messages. For example, more than three thousand cash orders recently poured in from 78 five-minute programs. Other convincing examples will be sent on request.

Many national advertisers use WDZ as a test and control market because the audience is typical for mass selling, and WDZ produces sales results. Write . . .

HOWARD H. WILSON CO., Representatives
New York, Chicago, San Francisco, Hollywood, Seattle

WDZ 1000 WATTS TUSCOLA, ILLINOIS

Agencies

ROY A. DEMPSEY, with honorable discharge from the Army Air Forces, has joined Dan B. Miner Co., Los Angeles, as account executive. He was at one time account executive of The McCarty Co., Los Angeles. H. B. Clarke, who formerly headed his own New York firm, has also joined Dan B. Miner Co., as account executive. J. E. Steyskal, account executive, recently resigned to join the Merchant Marine.

LUCILLE GAVIN, formerly of J. Walter Thompson Co., New York, has joined Brisacher, Van Norden & Staff, Los Angeles, as account executive.

N. W. AYER & SON has moved Hollywood offices to larger quarters at 1680 N. Vine St. Telephone is Hollywood 5131.

MICHAEL F. MAHONEY, former executive vice-president of Maxon Inc., Detroit, has joined the executive staff of Arthur Kudner, Inc., New York.

WALLACE H. WULFECT, research director of the Federal Adv. Agency, New York, has been named vice-president of the company. He formerly was on the executive staff of the Psychological Corp., New York.

LEONORE HAHN, formerly on the sales promotion and research staff of Melchor Guzman Co., New York, has joined the foreign department of McCann-Erickson, New York, as space and time buyer.

JOHN R. HUGH, formerly with Kenyon & Eckhardt, New York, has joined the production staff of Donahue & Coe, New York.

ARCH FARMER, former news editor of WBBM Chicago, and more recently, assistant to Clifton Utley, editor of *Chicago Sun Air Edition*, has joined J. Walter Thompson Co., Chicago, as writer.

SPENCER W. CURTISS Inc., Indianapolis and Chicago, recently opened an office at 1901-4 Mills Tower, San Francisco, to handle industrial accounts. Spencer W. Curtiss, president, will head the new office.

MILTON L. KIEBLER has been named manager of the media department of Benton & Bowles, New York. He has been a media buyer of the agency for the past eight years.

GEORGE R. EUWEMA, account executive of C. Wendel Muench & Co., Chicago, has entered the Army. Replacing him is Charles T. Kerrigan, production manager.

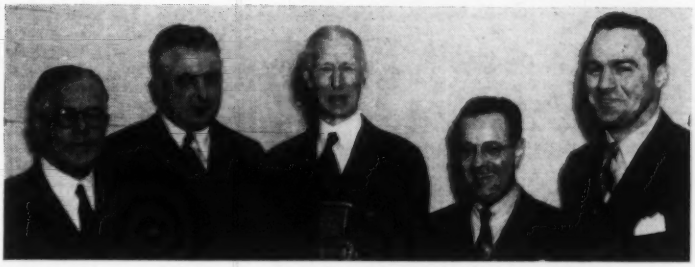
HENRY M. POSTER, formerly on the research staff of Biow Co., New York, has joined the statistical staff of MBS.

GEORGE W. BOLLING, New York manager of John Blair & Co., national station representatives, was in Hollywood during early February for conferences with Don Lee executives.

RADIO REPORTS Inc., New York, has set up a "spot" commercial checking service, under the direction of George I. Reid, with monitors now working in some 60 markets and others planned.

WALDO L. GUNDLACH, for 15 years a copyrighter and advertising supervisor with Standard Oil Co. (Ind.), has joined J. R. Hamilton Adv. Agency, Chicago.

BBDO has announced two promotions in its San Francisco office—Charles H. McDougall, vice-president, to the post of creative head and Charles H. Ferguson, vice-president, as manager of the San Francisco branch.



SPORTS SHOW for the Hohenadel Brewery on WIBG Philadelphia was occasion for this gathering which started the series, and was one of the rare appearances of Connie Mack. Preparing for the broadcast are (l to r): Benjamin Eshleman, of the Eshleman agency handling the account; Fred Corey, Atlantic Refining Co.; Connie Mack, Philadelphia Athletics; George Moore, Hohenadel Brewery, sponsors; and Franny Murray, WIBG sportscaster.

AL W. LITTLE, director of publicity and organization in Iowa for WPB, has joined Cary-Ainsworth, Des Moines, as account executive. Fred A. Reed, publicity and public relations director of WJJD-WIND Chicago and before that with WHO Des Moines, has also joined Cary-Ainsworth.

WILLIAM H. OHLE, account executive since 1941 with Needham, Louis & Brorby, Chicago, leaves the agency Feb. 25 as lieutenant (j.g.), USNR.

KEN MacGREGOR, a producer at William Esty & Co., New York, on Feb. 4 became the father of a girl.

WITH Axel Gruenberg now devoting full time to film work, in association with David O. Selznick, film producer, G-S Radio Productions, New York, has been succeeded by Richard Stark & Co., with offices in the RCA Bldg., New York. Mr. Stark, who was co-founder with Mr. Gruenberg of the original firm early last year, is in charge of production of the newly organized company. Activities include radio production and merchandising, and research in television production.

JESSICA WEST, former advertising executive of Elizabeth Arden and fashion director of Julius Kayser Co., New York, has joined the writing staff of McCann - Erickson, Inc., New York.

MARTIN J. McGEEHAN, who recently resigned as Chicago manager of Spot Sales, Inc., has joined the staff of Radio Advertising Corp., Chicago. McGeehan was with WIND Chicago prior to joining Spot Sales.

PETER HILTON, account executive of Maxon Inc., New York, has been elected a vice-president. George Eversman, merchandising head in Detroit, also has been elected a vice-president.

Let's Examine the Record!

KFNF

SHENANDOAH, IOWA

"The Friendly Farmer Station"

Increased Sales 42.6% in January *

The Trend is beyond Question. Informed Sponsors know KFNF is doing The Top Farm Job in the Nation's Richest Agricultural Region.

In the Heart of the Missouri Valley — It is —

KFNF

"The Friendly Farmer Station"

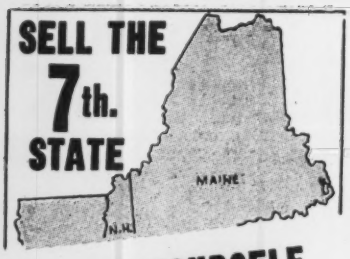
1000 Watts 920 KC.

For availabilities, write or wire, direct to

Frank Stubbs, Mgr. KFNF, Shenandoah, Iowa

* January 1944 over January 1943.

SELL THE 7th. STATE



* CUT YOURSELF 1/3 of NEW ENGLAND

with STATION WLAW

LAWRENCE, MASS. 680 K.C.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS

Spartanburg, S. C.

Represented by Hollingbery

The *Only* BLUE Network Station *Serving the 28th* * U. S. Metropolitan District

WFMJ

Youngstown, O.

* J. Walter Thompson Research Dept

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts

620 Kilocycles

NBC RED NETWORK

Represented Nationally by EDWARD PETRY & CO., Inc.

Radio Advertisers

NEW YORK Cadillac Motor Car Division of General Motors Corp., Detroit, last week turned to radio to secure used cars. A 52-week contract with WQXR New York and a 13-week contract with WHN have been signed. Agency is Picard Adv., New York.

WARWICK MFG. Corp., Chicago, has appointed Agency Service Corp., which recently opened Chicago offices at 105 W. Monroe St., to handle its advertising in magazines, newspapers, trade publications and direct mail for the post-war sales promotion of Clarion radios.

J. CLIFF ROBERTS, former director of sales promotion on the Nash Motors account for J. Walter Thompson, has rejoined the agency's Chicago office on the Ford Motor account.

RAY L. HOEFLER, of the factory field sales organization, Zenith Radio Distributing Corp., Chicago, has been appointed general manager. He succeeds R. E. McGreevy.

ROBERT P. O'BRIEN, vice-president in charge of Pillsbury Feed Mills Division of Pillsbury Flour Mills Co., Minneapolis, has resigned to enter the Navy. Philip W. Pillsbury, president, will direct the feed division. Clyde Hendrix, sales manager, has been named advertising and sales manager.

KELLOGG Co. of Canada, Montreal, has named Kenyon & Eckhardt, Montreal to handle Hexite animal foods.

JOHN HANCOCK MUTUAL Life Insurance Co., Boston, has named McCann-Erickson, Boston, to handle its advertising.

REPHAN STORES, chain department stores of Arkansas, has signed for 1800 spot announcements over KTHS Hot Springs, Ark., for the coming year.

SUTHO SUDS Co., Indianapolis (Sutho Suds), has named the Charles J. Pettinger Co. as agency. Plans are said to include radio.

McCURDY & Co., Rochester (N. Y.) department store, has begun a half-hour weekly musical show on WHAM Rochester titled the *McCurdy Symphonic Hour*. Outstanding students and faculty of the Eastman School of Music are scheduled to appear as guests on the program.

A. RAMSAY & SON Co., Montreal (paints) has started *La Veillee du Samedi Soir* on four Quebec stations, Sat. 8:30-8:55 p.m. Agency is A. McKim Ltd., Montreal.

IMPERIAL TOBACCO Co., Montreal (cigarettes) has started *Chansons de Chez Nous* on CKAC Montreal and CHRC Quebec, Fri. 8:30-8:55 p.m. Agency is Whitehall Broadcasting Ltd., Montreal.

LEHN & FINK (Canada), Toronto (Hinds Honey and Almond Cream) has started *Blind Date* on CFCF Montreal. Account was placed by Spitzer & Mills Ltd., Toronto.

A. S. BOYLE Co. Ltd., Windsor, Ont. (Old English floor polish), starts soon a spring campaign on 16 Canadian stations. Account is being placed by Danser-Fitzgerald-Sample, New York.

NEHI Corp., Los Angeles (Par-T-Pak), on Feb. 7 started five-weekly quarter-hour transcribed adventure series *Dick Tracy* on KECA. Contract is for 26 weeks. Firm also continues the spot announcement campaign for its various beverages on western stations. Agency is BBDO, Los Angeles.

MUTUAL BENEFIT HEALTH & Accident Assn., Toronto, has started *Freedom of Opportunity* weekly on CKCL. Account was placed by Arthur Meyerhoff & Co., Chicago.

CORONET MAGAZINE, Chicago, has started *Little Coronet* Series, Monday through Saturday, 9:55-10 p.m. on CKCL Toronto. Account was placed by Schwimmer & Scott, Chicago.

ATLAS BREWING Co., Chicago, effective Feb. 13, renewed sponsorship of its six-a-week five-minute news program; of *Manhunt*, transcribed quarter-hour program heard Sundays; and of transcribed station break announcements Mondays through Saturdays at 6 p.m. and Tuesdays at 5:15 p.m. on WBBM Chicago. Contract is for 42 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

LONGINES-WHITTNAUER Watch Co., New York, on Feb. 14 expands its quarter-hour musical *Symphonette*, heard weekly on WOR New York, to a half-hour show, with Joseph Schuster, prominent cellist, signed as regular talent. The 52-week contract for the 10:30 p.m. period Monday through Friday was placed through Arthur Rosenberg Co., New York.

STANDARD BRANDS Inc., New York, has appointed Wildrick & Miller, New York, to handle advertising for Fleischmann's Irradiated Dry Yeast for Animals. Distribution plans are incomplete, no radio is contemplated at present.

J. O. EASTLACK, formerly executive vice-president of Borden's Farm Products, New York, has been named president of the company, succeeding William H. Marcussen, who becomes vice-president of Borden Co., New York, parent company. Francis R. Elliott, vice-president, has been executive vice-president.

HIDDEN LOVER is apparently unheeded as William Young, of Lever Bros., Minneapolis, helps Bee Strawway of J. Walter Thompson, New York, take a Vimms vitamin tablet before she appeared for interview on Darragh Alrich's *Calling All Women* over WCCO Minneapolis. Miss Strawway is on tour making newspaper contacts in behalf of the Frank Sinatra show. Oh yes, the extra hand really belongs to Miss Strawway, not Frank Sinatra (on poster).

DUNN FAMILY SHOE STORES, Philadelphia, has started a new series on WPEN Philadelphia for its chain of 11 shoe stores in that territory. Started Feb. 7, *The Money Professor*, the cash giveaway-quiz show, was placed direct for 13 weeks.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR NOVEMBER & DECEMBER, 1943

what better proof of an audience can you ask for?

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	13.2	27.7	32.7	25.8
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	27.1	30.6	24.5	15.9
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	41.8	13.7	34.4	8.6

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • National Representatives

SERUTAN Co., Jersey City, is serving as distributor for Nutrex, a new energizing food supplement. Product is still in the testing stage and advertising plans are incomplete. The producer is Nutrex Co., New York. Agency is Raymond Spector Co., New York, which handles Serutan.

TEMPLETONE Radio Co., Mystic, Conn., manufacturers of radio and electronic equipment, have appointed Peck Adv., New York, to handle their advertising. No radio is planned.

STOUFFER CORP., Cleveland, which operates a chain of 14 restaurants in the East and Mid-West, has appointed Fuller & Smith & Ross, Cleveland, to handle its advertising. Media plans have not been disclosed.

MODERN FOODS, Inc., Newark, N. J. (gingerbread and devils food mix) has named Peck Adv., New York, to handle its advertising. No radio is planned at present.

VITAMIN CORP. of America, Newark (vitamin capsules), has named Hal A. Salzman Assoc., New York, to handle its advertising. Spot radio is planned in New York metropolitan area starting this spring.

BETTER PROPRIETARIES Ltd., Montreal (Bromo Seltzer, Noxzema) on Jan. 31 renewed for one year *Lionel Parent Chante* on CKAC CHRC, Mon. thru Fri. 7:45-8 p.m. Agency: Ruthrauff & Ryan, New York.

MEE DISTRIBUTING Co., Los Angeles (soap products), on Jan. 31 started five-weekly quarter-hour musical program *Sing With Me* on KMPC Beverly Hills. Contract is for 52 weeks. Adolph Wendland Adv., Los Angeles, has the account.

L. B. LABS., Hollywood (hair oil), on Feb. 15 starts for 13 weeks twice-weekly participation in *Beulah Carney* program on WENR Chicago. Agency is Glasser-Gailey & Co., Los Angeles.

WILLIAM A. PATTERSON, president of United Air Lines Inc., Chicago, has been elected a member of the board of directors of Stewart-Warner Corp., Chicago, filling the vacancy on the directorate caused by the death of Frank A. Ross, senior vice-president.

MANDEL BROS., Chicago (department store), effective March 1, renewed its sponsorship of a five-minute news program every hour on the hour seven days a week on WIND Gary-Chicago. Contract is for 52 weeks. Agency is Schwimmer & Scott, Chicago.

WILLIAM S. STINSON, advertising manager of Oliver Farm Equipment Co., Chicago, for several years, has been appointed advertising manager of Cherry-Burrell Corp., Chicago (dairy equipment).

DR. S. M. COWEN Dentists, Los Angeles (chain), has revised its radio advertising schedule and increased appropriation for 1944. Dental service on Jan. 23 started for 52 weeks sponsoring a weekly half-hour program, *Ezra & His Original Beverly Hillbillies* on KHJ. In addition to a six-weekly quarter-hour newscast on KFOX, an approximate total of 500 transcribed announcements per week is being used on 12 Southern California stations. List includes KFMB KFWB KMTR KMPC KIEV KPAS KRKD KFVD KFOX KGFJ KHJ KFAC. Major H. S. Turner, U. S. Army retired, has replaced Robert Arden as commentator on the nightly *Screen of Time* on KFWB and KFOX. Dean L. Simmons Adv., Hollywood, has the account.

EDWARD B. MARKS Music Corp., New York, on Feb. 7 marked its golden anniversary, with a two-day open-house celebration.

WKRC Renews Contract With AFRA; Others Pend

RENEWAL contract between the American Federation of Radio Artists and WKRC Cincinnati, including substantial advances for the artists, has been announced by the union's national headquarters, which also reports that a National Labor Relations Board election held at WCKY Cincinnati resulted in a 9-to-1 vote for AFRA. Leonard Lyons, national field representative, is in that city to assist the AFRA local in completing a contract with the station management.

In Kansas City, a WLB hearing has begun to determine issues between AFRA and WDAF, with Mortimer Becker, of Jaffe & Jaffe, national counsel for AFRA, representing the local. The regional WLB in Denver has approved a new contract at KOA, with salary increases retroactive to June 1, 1943, and for the first time calling for fees for announcers on commercial programs. In Pittsburgh, negotiations were under way with WDKA WCAE WJAS and KQV.

AFRA has protested to NBC against the network's rule prohibiting the use of a staff announcer of another network on NBC commercial programs, a position AFRA describes as a restriction on employment opportunities.

Disney Film Rights

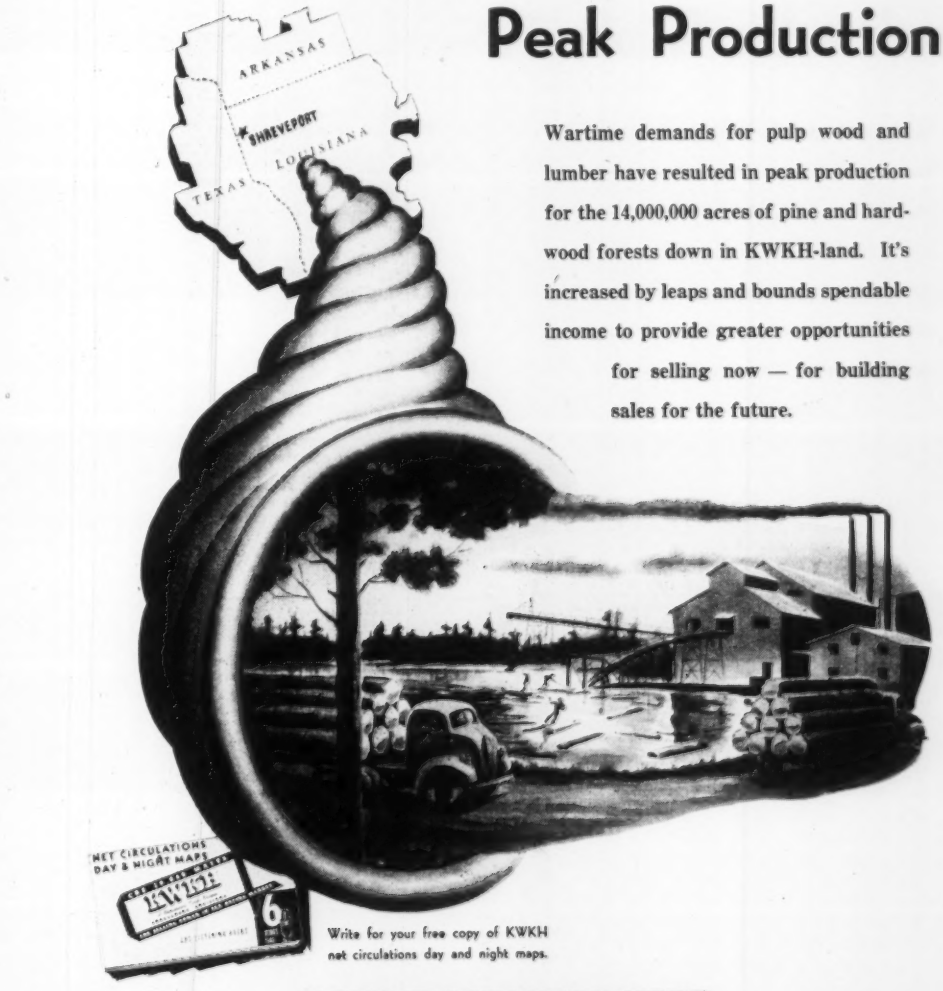
WALT DISNEY Inc., cartoon firm, has released radio serial rights for "The Sword in the Stone" to Ad-Plan Co., New York, newly-formed radio production firm. The projected Disney film, scheduled for production in several years, is based on a novel of the same name by T. H. White. The radio version will be a five weekly quarter-hour educational program for children. Ad-Plan was recently organized with Richard C. Mouck, formerly on the sales staff of the Blue Network, as president, and Paul H. Aldrich, formerly on the sales staff of the Westvaco Chlorine Product Corp., New York, as vice-president. Firm will produce for television as well as radio.

Versatility

WING Dayton has its modern Robin Hood in agile Jack Wymer, morning-clock man who found himself locked out one morning last week a few minutes before sign-on time. First he notified the police department, to avoid being brought down by ack-ack, then he climbed to the third floor, and thence down the neon sign to an open window. The show went on—and on time.

'Hall of Fame' Suit

DAMAGE SUIT of $500,000 has been filed in Los Angeles Superior Court by Renzo Cesana, radio advertising agent, over rights to the weekly *Radio Hall of Fame*, sponsored on Blue stations by Philco Corp. Named as defendants are Blue Network, Philco Corp., Variety Inc., William Morris Agency, Abel Green, C. P. Jaeger and several John Does.



Peak Production

Wartime demands for pulp wood and lumber have resulted in peak production for the 14,000,000 acres of pine and hardwood forests down in KWKH-land. It's increased by leaps and bounds spendable income to provide greater opportunities for selling now — for building sales for the future.

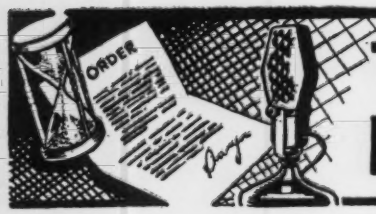
Write for your free copy of KWKH net circulations day and night maps.

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFIL Philadelphia

Abbotts Dairies, Philadelphia (milk and ice cream), 3 *sa* weekly, 52 weeks, thru Richard A. Foley, Philadelphia.
Hornung Brewing Co., Philadelphia (beer), 2 *sa* weekly, 52 weeks, direct.
Beneficial Saving Fund Society Philadelphia (bank), 3 *sa* weekly, 52 weeks, thru Richard A. Foley, Philadelphia.
Cocilana, Brooklyn (cough drops, 4' *sa* weekly, 13 weeks, thru Al Paul Lefton, N. Y.
Dr. Shor, Philadelphia (dentist), 20 *sa* weekly, 52 weeks, thru Philip Klein, Philadelphia.
Pepsi-Cola Co., Long Island City, N. Y. (Pepsi-Cola), 25 *ta* weekly, 49 weeks, thru Newell-Emmett, N. Y.
J. B. Ford Co. Wyandotte, Mich. (Wyandotte Cleanser), 10 *sa* weekly, thru N. W. Ayer, N. Y.
Johnson & Johnson Co., New Brunswick, N. J. (baby powder), 6 *sa* weekly, 13 weeks, thru Young & Rubicam, N. Y.
National Oats Co., Cedar Rapids, Ia., 3 *sp* weekly 52 weeks, direct.
Allied Florists, *sp* weekly, 13 weeks, direct.

KFI Los Angeles

Lane Publishing Co., San Francisco (*Sunset* magazine), 3 *ta*, thru Brisacher, Van Norden & Staff, San Francisco.
Swift & Co., Chicago (Jewel shortening), 5 *sa* weekly, 6 weeks, thru J. Walter Thompson Co., Chicago.
Avion Inc., Vernon, Cal. (help wanted), 3 *sa* weekly, 13 weeks, thru Hixson-O'Donnell Adv., Los Angeles.
Scudder Food Products, Monterey Park, Cal. (food products), 5 *sa* weekly, thru Davis & Beaven Adv., Los Angeles.

KECA Los Angeles

Dad's Root Beer Co., Chicago (beverage), 21 *sa* weekly, 13 weeks, thru Malcolm-Howard Adv., Chicago.
French Kitchen Foods Corp., Los Angeles (spaghetti sauce), *ta* weekly, 39 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Chamberlain Sales Corp., Des Moines, Ia. (lotion), 3 *sa* weekly, thru Cary-Ainsworth, Des Moines.

WOAI San Antonio

American Chicle Co., Long Island City, N. Y. (gum), 10 *sa* weekly, 52 weeks, thru Badger, Browning & Hersey, N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), *sa* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
Chamberlain Lotion, Des Moines (hand lotion), 3 *sa* weekly, 13 weeks, thru Cary-Ainsworth, Des Moines.
Colgate-Palmolive-Peet Co., Jersey City (soap), 11 *ta* weekly, 39 weeks, thru Wm. Esty & Co., N. Y.
Ex-Lax Co., Brooklyn, *sa* 52 weeks, thru Wm. Esty & Co., N. Y.
Gebhardt Chili Powder Co., San Antonio, *sa* weekly, 52 weeks, thru Pitluk Adv. Co., San Antonio.
Groves Labs., St. Louis (4-way cold tablets), 3 *ta* weekly, 13 weeks, thru Joe Lindeln, N. Y.
Greyhound Lines, San Antonio (bus service), *sa* weekly, 52 weeks, thru Beaumont & Hohman, Dallas.
Household Furniture Co., San Antonio (furniture), 52 weeks, direct.
Johnson & Johnson Co., New Brunswick, N. J. (baby powder), 6 *ta* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Johnson & Johnson Co., New Brunswick, N. J. (band-aid), 6 *t* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Lever Bros., Cambridge, Mass. (Vimms, Spry, Rinso), 52 weeks, thru BBDO, N. Y.
Marlin Firearms Co., New Haven, Conn. (razor blades), *t* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
Mentholatum Co., Wilmington, 5 *sa* weekly, thru J. Walter Thompson Co., N. Y.

WHIT New Bern, N. C.

Miller-Jones Co., Columbus, O., 4 *sp* weekly, 52 weeks, direct.
Orange-Crush Bottling Co., Chicago, 21 *sa* weekly, 26 weeks, direct.
Mrs. Filbert's Margarine, Baltimore, 5 *sa* weekly, thru Courtland D. Fergusen Co., Baltimore.
Coca Cola Bottling Co., Greenville, N. C., 52 weeks, thru Newell-Emmett Co., N. Y.
Hartsfield Jewelry Co., Jacksonville, N. C., 5 *sp* weekly, 52 weeks, direct.

WJJD Chicago

MacFadden Publications, N. Y. (True Story), 5 *ta* weekly, 52 weeks, thru Raymond Spector Co., N. Y.
Dr. Peter Fahrney & Son Co., Chicago, 6 *sp* weekly, 12 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Paramont Pictures, N. Y., 6 *ta* weekly. thru M. M. Fisher Assoc., N. Y.

WEAF New York

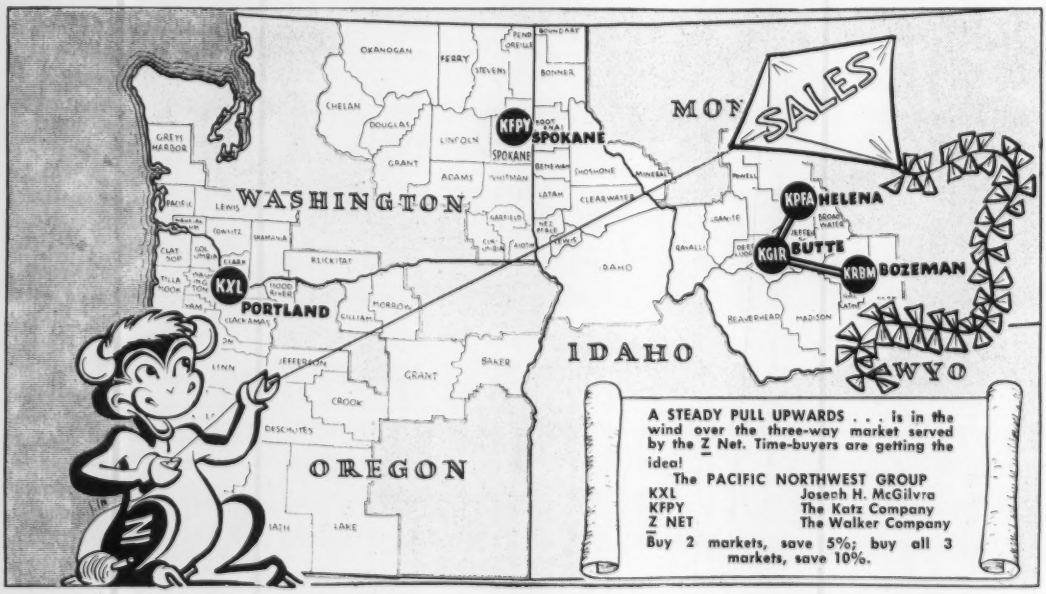
Pioneer Division, Borden Co., New York (Reid's Ice Cream), 3 *sp* weekly, 52 weeks, thru Pedlar, Ryan & Lusk, N. Y.

WOL Washington

Arlington Board of Trade, Arlington, Va. (business organization), *sa* thru Lewis Agency, Washington.
Colony House Furniture, Washington, *sa* thru Kal Agency, Washington.
Coronet Magazine, Chicago, *sa* thru Schwimmer & Scott, Chicago.
Gillette Safety Razor Co., Boston (Blue Blades), *sp* thru Maxon Inc., N. Y.
Helbros Watch Co., New York (watches), *sp* thru William Weintraub, N. Y.
Keystone Macaroni Mfg. Co., Lebanon, Pa. (spaghetti), *sa* thru James C. Lamb Co., Philadelphia.
Lewis Hotel Training School, Washington, 2 *ne* weekly, thru Rose Martin Agency, N. Y.
Longine-Wittnauer Watch Co., New York, 3 *sp* weekly, thru Arthur Rosenberg Co., N. Y.
Marlin Firearms Co., New Haven, Conn. (razor blades), *sa* thru Craven & Hedrick, N. Y.
Mutual Benefit Health & Accident Assn., Newark (insurance), *sp* weekly, thru Meyerhoff Agency, Chicago.
Dice's Bakery, Baltimore (bread), *sa* thru William A. Schautz Inc., N. Y.
Sunway Vitamin Co., *sa* thru Sorenson & Co., Chicago.
Van Camps Inc., Indianapolis (Tenderoni), 3 *sp* weekly, thru Calkins & Holden, N. Y.

WGY Schenectady

Glenwood Range Co., Taunton, Mass., 157 *sa*, thru Alley & Richards, Boston.
Beechnut Packing Co., N. Y. (chewing gum), 26 *sa*, 13 weeks, thru Newell-Emmett Co., N. Y.
Dif Corp., Garwood, N. J. (hand cleaner), 12 *sa*, thru Gray Adv. Agency, N. Y.
Rudolph Bros., Syracuse (jewelers items and services) 104 *sa*, 52 weeks, thru Nelson & Leighton, Schenectady.
Hudson Coal Co., Scranton, Pa. (D & H anthracite) *sp*, thru Clements Co., Philadelphia.
Caruso Fruit Distributers, Schenectady (Bluebird Citrus fruits), 42 *sa*, thru Robert C. Russell Adv. Agency, Schenectady.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 78 *sa*, 13 weeks, thru Young & Rubicam, N. Y.
Studebaker Corp., South Bend, Ind., 78 *ne* thru Roche, Williams & Cunnyngham, Chicago.
American Chicle Co., Long Island City (chiclets), 78 *sa*, thru Badger, Browning & Hersey, N. Y.
Spaulding Bakeries, Binghamton, N. Y. (bakery products), 39 *sp*, 13 weeks, direct.
N. Y. Telephone Co., Schenectady, 2 *sa*, direct.



NBC PLANS THIRD SUMMER INSTITUTE

SPURRED by absorption of its graduates into the industry, the NBC Summer Radio Institute will go into its third successive year cooperating with Northwestern U., Evanston, Ill., Leland Stanford U., Cal., and U. of Southern California, Los Angeles, according to Judith Waller, NBC central division public service director, and Jennings Pierce, NBC Hollywood public service director.

Textbooks written by Miss Waller, and by Al Crews, NBC producer, are to be used in the school. The courses and instructors at the NBC Institute will be: An Introduction to Radio, given by Miss Waller; Announcing, by Paul Knight, private speech instructor, and William Kephart, chief of announcers, NBC central division; News Writing, by John Thompson, assistant manager, NBC central division special events and news department, assisted by Baskett Mosse, of the same department; Program Planning, by John Simpson, NBC drama director; Control Room Technique, by Beverly Fredendall, NBC engineer; Continuity Writing, by William Murphy, Continuity Chief, NBC central division; Dramatic Writing, Al Crews; and Sales Problems, Lou Tilden, Spot and Local Sales, NBC central division. Northwestern's Schools of Speech, Journalism and Commerce will lend their facilities and personnel to the project during the nine-week course, July 26-Aug. 26.

With limited enrollment, requirements for entrance are two years' college credits or equivalent radio experience. Tuition at NAB Institute will be $100. Midwest classes will meet on the Northwestern U. campus and in the NBC Chicago studios in the Merchandise Mart.

Beck Graduates

GRADUATES of the Beck School for Radio, Minneapolis, who recently have joined radio are: Don Wilson, WSAU Wausau, Wis.; Paul Ebert, WDAY Fargo, N. D.; Dick Johnson, John French, KYSM Mankato, Minn.; Hal Pearce, WIGM Medford, Wis.; Irene Norgren, KROC Rochester, Minn.; Inez Blekre, KSOO Sioux Falls, S. D.; Abbott London, WEBC Duluth; Daryl Laub KOBH Rapid City, S. D.; Al Tighe, Joe Swanson, WJMC Rice Lake, Wis.; Betty Kindler, WJPF Herrin, Ill.; Isabelle Kern, KGGM Albuquerque, N. M.; Cyril Lindquist, WFDF Flint, Mich.

WPB Names Three

THREE radio executives have been named to WPB's Industry Advisory Committee, it was announced last week. The new appointees are: R. C. Cosgrove of Cincinnati, v-p of the Radio Manufacturers' Assn.; E. A. Nicholas, Ft. Wayne, Ind., RMA director, and Fred D. Williams of Philadelphia, past president of RMA. Enlargement of the WPB Industry Advisory Committee was recommended recently by the Industry Reconversion Committee and the RMA Board of Directors. An early meeting of the WPB committee has been planned by director Ray C. Ellis of the Radio & Radar Division.

RADIO PERSONNEL IN CANADA SERVICE

ABOUT one-quarter of Canada's broadcasting personnel is in uniform, in the three branches of the service—Army, Navy and Air Force—and the women's divisions of the services. Nearly 500 men and women of the private stations and the Canadian Broadcasting Corp. are now in uniform, private station estimates being 375 and CBC 115 at present writing. Of the 750 men employed by private stations in 1939 about 50% are now in uniform, being largely replaced by girls.

There is at least one Canadian broadcaster a prisoner of war in Germany, Pilot Officer Brian G. Hodgkinson, Royal Canadian Air Force, former CKY Winnipeg announcer, who was shot down in flames over France in the winter of 1941. A number of Canadian broadcasting men have been killed in action, on the battlefield and in air operations, and one CBC war correspondent. A number of former broadcasters are radio liaison officers for the three services, and the Canadian Army Show, a special unit of the Army, is commanded by a former broadcaster. In addition, a number of broadcasting executives are in high government positions for the duration.

Kasper-Gordon Series Sold to More Stations

AN INCREASE in the transcription business is reported by Kasper-Gordon, Boston, which announced last week new contracts on several series. Among those placed were: *Songs of Cheer and Comfort*, over VONF St. John's N.F., KALE Portland, Ore., WDBO Orlando, Fla., and WFNC Fayetteville, N. C.

Some others were *Imperial Leader*, dramatizing the life of Churchill, sponsored on WSIX Nashville, by Robert Orr & Co., wholesale grocers. The Home Brewing Co., Richmond, sponsors *One I'll Never Forget* on KLZ Denver, and the Ben Franklin Dept. Store sponsors *Twilight Tales* on KGMB Honolulu.

JOHN REDDY, of KNX Hollywood news bureau, is author of the article, *Breakfast at Sardi's* in the February issue of *Coronet* magazine. Article relates success of the Blue program by that title.

WHAT Granted Transfer

WILLIAM A. BANKS, salesman of WIP Philadelphia, acquired control of WHAT Philadelphia last week in the transfer granted by the FCC from the *Philadelphia Record*. The 200 shares (100%) in WHAT were sold for $22,500 to Mr. Banks, who has been with WIP for the past 14 years. According to the new owner, the WHAT staff will be retained, with only physical changes for the station contemplated.

UNITED PROMOTION

Activities Presented by Washington Stations

A TOTAL of 810 courtesy announcements and special programs for the promotion of the President's Birthday Celebration (Jan. 29), and an approximate number for the "Mile of Dimes" campaign (Jan. 14-31), have been presented by Washington, D. C., stations in addition to their extensive Fourth Loan promotion schedules.

Included in the special promotion activities for the President's Birthday Ball and Celebration, proceeds of which go to aid the fight against infantile paralysis, was a half-hour broadcast carried by all of the six Washington stations WRC WMAL WOL WTOP WINX WWDC on Jan. 28 which featured interviews with Lucille Ball, John Garfield, Jinx Falkenberg, Jose Iturbi, Walter Pidgeon, Brian Donlevy and Red Skelton, all of whom were in Washington to assist in the celebration activities. Program was arranged and produced by Charles Zurhorst, promotion director of the MBS outlet WOL who was radio chairman of the publicity committee for the President's Birthday Celebration.

The "Mile of Dimes" campaign, which also is conducted in the interest of infantile paralysis prevention and cure, was directed by Bryson Rash, publicity director of WMAL, Blue outlet. Extensive publicity was also given the "March of Dimes" campaign, whose objectives are similar to those of the "Mile of Dimes". Some of the programs were daily features on many of the stations. These and others often were conducted by leading civic, business or labor organizations who promoted the campaigns amongst their own groups.

KFEL Files Protest In 'Post' Case With P. O.

A PROTEST to the Post Office Dept. in its efforts to have the *Denver Post* publish without charge KFEL program listings has been made by Eugene P. O'Fallon Inc., station licensee, it was disclosed recently. Meantime Mr. O'Fallon has appealed to the Colorado Supreme Court a decision of District Judge George A. Luxford, sustaining motions of the *Post* to dismiss a suit filed by KFEL under the Colorado Unfair Practices Act [BROADCASTING, Jan. 10].

Although the Post Office Dept. declined to comment, the office of R. S. Black, third assistant postmaster general, charged with classification of publications, admitted that a complaint had been filed. In its protest KFEL listed nine programs carried by KFEL as war information and charged that "the list of governmental and public agencies which avail themselves of our facilities are discriminated against by omisson from the *Denver Post* program listings. . . . We would appreciate having your opinion as to whether such discrimination would have any bearing on the mailing privileges extended by your branch of the Government."

Andrews Joins CIAA

LORING ANDREWS, former chief of the planning division in the Bureau of Communications Facilities for the OWI, has been named assistant director of the radio division of the Office of Coordinator of Inter-American Affairs, New York. Before joining the OWI in 1942, Mr. Andrews was chief of programming and productions for the Coordinator of Information and prior to that was director of English shows for WBOS Hull, Mass. shortwave station, operated by Westinghouse Electric Co. His international broadcasting activities date back to 1935, when he joined the World Wide Broadcasting Corp., serving in various executive positions until 1940.

Sally Noble

SALLY NOBLE, 19, daughter of Edward J. Noble, chairman of the board of the Blue Network, died unexpectedly at the Bronxville Hospital, Bronxville, N. Y., after a brief illness, Wednesday, Feb. 9. She was a sophomore at Sarah Lawrence College, in Bronxville. Her father, who arrived in Los Angeles Monday in connection with business for the Blue Network, received news of her illness Tuesday. He arrived at the hospital late Wednesday. Funeral services were to be held at Mr. and Mrs. Noble's home in Round Hill, Greenwich, Conn., Saturday afternoon. Surviving, in addition to her father and mother, is a sister, June.

EXPANSION of Sylvania Electric Products' Industrial Apparatus Plant, Emporium, Pa., has necessitated transfer of the work to the company's Williamsport plant, where additional space and personnel are available. The floor area devoted to the manufacture of war-needed electronic equipment will be almost trebled.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does—Try It.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Dear Time Buyer—

There's not room here to tell our full story, but if you're looking for more listeners in the southwest, KROD can really deliver them. Please let us give you complete information. Write or call us or our national representatives

HOWARD H. WILSON CO.

KROD
CBS 600 KC 1000 Watts
EL PASO, TEXAS
Dorrance Roderick, *Owner* Val Lawrence, *Manager*

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally By HEADLEY-REED CO.

THE BRIGHT SPOT
of Eastern New York
SCHENECTADY WTRY TROY
The Buying Triangle
ALBANY
Only BLUE Network
Station Covering this Area

AP
WTAW, College Station, Texas
. . . the newscast wire is everything you said it would be and the features are splendid.
Byron Winstead
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

KXOK
ST. LOUIS • 630 KC.
5000 Watts Full Time
BLUE NETWORK
Represented by John BLAIR & Co.

Let Banks Tell

(*Continued from page 13*)

ideas to be included by members of families when writing to their relatives in the Armed Services. It is a weekly review of Cleveland news minus, of course, any sensational items such as strikes, murders and politics. At the program's conclusion we have a very short commercial, selling the various facilities of the bank.

"Starting last Tuesday, we have contracted for spot announcements on two of the local stations, six nights a week, and intend to continue these for at least the balance of the year (1943). Some of these spot announcements are 15-word chain breaks, some 35 and some 100-word announcements between programs. The subject matter of these 'spots' is entirely about mortgage loans, and is part of a current expanded effort to obtain more of this type of business.

"We have had but four of our five-minute programs broadcast and are just finishing up the first week of the daily spot announcements. It is too early, therefore, to claim any results, though we have had some very favorable comments on the idea we have tried to emphasize of writing more letters to service relatives. This, of course, helps to create a warmth of feeling for the bank."

Down In Mississippi

At Jackson, Miss., J. W. Barksdale, Jr., Assistant Vice-President of the Deposit Guaranty Bank & Trust Co. (Grow With Us) has some experiences with the ether medium to share with us:

"I will attempt to answer briefly the three questions asked in the order presented.

"1. We are advertising over both local radio stations and spending $220 per month for such service. We advertise over one station three nights per week at ten o'clock and over the other station four nights per week at 9:15. All programs are newscasts running for 15-minutes with three spot announcements.

"2. We are attempting to reach the 20,000 radio homes in our city and chose the hours as indicated above believing that we get a wide coverage of adult listeners. The average bed time in our city is from 9 to 10 and we are proceeding on the theory that the majority of the radio listeners wish to have the latest news before retiring.

"3. You know it is hard to put your finger on direct results of financial advertising and hence we are in no position to answer in any degree of accuracy your last question. However, one good way to find out what you are accomplishing in advertising is to make an error for which you are sorry and you will find that a great many people in your city have listened to that particular program. We once erroneously stated that we were accepting Christmas Savings Club Accounts at 2% and it appeared that half the people in our city were at our door the next morning waiting for the door to open in order to take advantage of this offer. I do think that we are getting good results from radio advertising and we expect to continue such programs; although we would like to put a little more interest into our broadcasts."

And now for a quickie from A. D. Bowie, Trust Officer of the Security Trust Co. in Wheeling, W. Va. Mr. Bowie also answered our three queries by number in the following manner, to wit:

"(1) We are using the radio to advertise our Safe Deposit Boxes, as we have a new vault, just one year old, ideally situated and modern in every way.

"(2) We have succedeed in renting about 500 boxes in one year's time, and still have 1,200 to rent.

"(3) We feel that the results have been very gratifying, as we have not only rented boxes but have secured other bank business through this connection."

In reply to questinnaires sent out by Mr. MacLean two banks, the American Bank & Trust Co. of Norfolk, Va., and the Land Title Bank & Trust Co., Philadelphia, gave concrete evidence of how radio has brought results to those institutions.

E. E. Pettyjohn, manager of the agricultural and livestock department of the Norfolk bank, wrote of that institution's 15-minute Friday afternoon spot on WLPM:

"Our purpose is to keep this de-

Hanks in GE Post

R. L. HANKS has been appointed sales manager of standard radio receivers in the receiver division of GE's electronics department, H. A. Crossland, manager of sales for the division, has announced. His headquarters will be at the Bridgeport plant.

SIGNING ON THE DOTTED LINE for first network program of Resinol Chemical Co. is Dorothy Starbuck, account executive of Courtland D. Ferguson Inc., Washington, Baltimore and Richmond agency. Program, entitled *Blue News Room*, will be heard on 10 Pacific Coast stations of the Blue network. Interested participants in contract are (l to r): Lawrence Hasbrouck, Blue account executive; Ralph Dennis, Blue Eastern sales manager; and Murray B. Grabhorn, manager of Blue spot sales.

WGY IS 1st.
In terms of
POWER
PROGRAMS
POPULARITY
PRESTIGE
PULL
and has been for twenty-two years
(Anniversary Feb. 20)

WGY-181
WGY GENERAL ELECTRIC
SCHENECTADY, N. Y.

partment before the farming public. In these programs I tell the farmers what they should be doing on the farms at the time I make the talk. . . . When any farmer has made an outstanding result, either good or bad, I will use it as an example in my next talk." As for results Mr. Pettyjohn wrote:

"That is problematical. It would seem that most farmers listen to this program and put into practice some of the ideas I put forth. My Victory Garden talks seemed to be listened to by my city folks. I believe 90% of the farmers listen to these programs and are helped by them."

W. W. Delamater, assistant treasurer of the Land Title Bank & Trust Co., Philadelphia, wrote that in September 1940 his bank contracted for a 13-week 15-minute participation in a two-hour early morning program on a leading station in Philadelphia. The program had successfully sold shoes, bread and other commodities.

"We felt that we could sell personal loans, but soon found that we were wrong," wrote Mr. Delamater. "The agency and station agreed that some change should be made immediately, and we transferred to spot announcements five nights a week—three nights at 6 p.m. and one at 10 p.m. and another at 9 p.m. We continued using personal loan copy and favorable results appeared immediately.

"We are continuing using the same spots on this station, but have transferred the copy to special checking accounts, with an occasional safe deposit box announcement. The latter is purely experimental and may not pay."

Commenting on sponsorship of a patriotic program on another Philadelphia station from October 1942 to May 1943, Mr. Dalamater wrote:

"We went into this with the full knowledge that no direct benefit would ever be traced to it, but we are firmly convinced that from an institutional standpoint, it was well worth while."

"We are convinced," added the Philadelphia banker, "that radio, with care and discrimination in the type of program selected, can be very useful in a bank's advertising program."

It's Appreciated

Pointing out the service given by the Norfolk bank, Editor MacLean commented: "It doesn't take a Solomon to know that people will appreciate that kind of help and do something for the institution which gives it to them."

"The Land Title Bank & Trust Co. uses an equally intelligent approach," wrote Mr. MacLean. "In the first place they set out to peddle personal loans. They tried it one way which, from past experience, should have paid off. When it failed they didn't throw up their hands and say 'Radio's no good'. They tried something else—and it worked.

"Because of the glamour which still surrounds radio a new advertiser is too often inclined to expect it to be some sort of Aladdin's lamp and when it doesn't he drops it very quickly and decides to have himself a good long sulk."

Editor MacLean offered several suggestions to banking institutions for using radio. One idea which he wrote "is one which we've kicked around in the back of our mind for quite some time" is a variety program of an hour. He'd start with about a 10-minute newscast, followed by music, perhaps a comedy spot or two to last 35 or 40 minutes and wind up the last 10 or 15 minutes with advice on handling money and/or domestic science.

"The last part of the program is something we've never had offered to us by a radio salesman," he wrote, "although it would seem very fitting that a financial institution should be in a position to offer advice on budgeting, investments and the business of handling finances."

"The job of teaching thrift to the public seems to us to be a proper responsibility for a bank to assume," Editor MacLean brought out.

Radio-Radar Meeting

INDUSTRY mass meeting was held last Friday night at the Chicago Stadium to secure women workers and promote morale for the Chicago manufacturers' group, "Radar Radio Industries of Chicago". There were ceremonies attending crowning of "Radar Queen", Miss Marjorie Anderson, and Mayor Kelly and Army and Navy representatives gave speeches. Leslie F. Muter, past president of RMA, is chairman of the Chicago manufacturers' group.

Cigarette Comedy

AFTER MORE than 4½ years on CBS under various titles, the *Philip Morris Playhouse* is going off the air to be replaced by the comedy-quiz show *It Pays to be Ignorant.* Behind the decision to drop the program, which dramatizes film hits, were such factors as prevailing low survey ratings, the difficulty in securing film properties adaptable to radio, and in obtaining guest stars. The new show features Tom Howard, George Shelton, Harry McNaughton and Lulu McConnell in a mock quiz session. Starting in November, 1942, it was sponsored for a time by Piel Bros., and has since been heard sustaining on WOR New York. It will replace the *Playhouse* in the Friday 9-9:30 p.m. period on the full CBS network starting Feb. 25. Agency is Biow Co., New York.

BLAINE CORNWELL, program director of KMOX St. Louis, is the 47th employee of KMOX now in military service. He has entered the Army as a private.

WHAT 1,253,600 HOUSEWIVES CAN DO

. . . *In a Buying Mood*

They can BUY $437,925,000 worth of FOOD at the 21,750 food stores in WTAM's Primary Area. They can BUY $54,050,000 worth of DRUGS and COSMETICS at WTAM's 1,876 Drug stores. They can get the habit of asking for your product by brand name and maintain your SALES in the vital Northern Ohio market. They can and DO listen most to WTAM Cleveland. Keep them listening to YOUR advertising on WTAM. The daytime COST is only $.000073 per housewife.

WTAM
CLEVELAND
REPRESENTED BY
N.B.C. SPOT SALES

Millions stay tuned to the
National Broadcasting Company
It's a National Habit

America's No. 1 Network
NBC
A Service of Radio Corporation of America

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

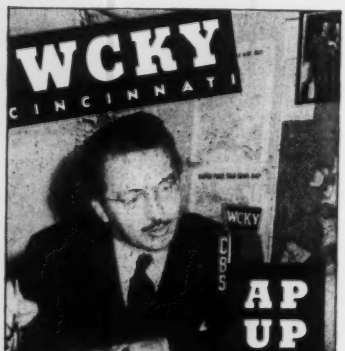
FREE & PETERS · National Representatives

Post No Bills

Sales come easier when you use the powerful influence of WAIR. We have the listeners and the listeners have money. Don't post bills. "Post" an order to—

WAIR

Winston-Salem, North Carolina



WITH

REX DAVIS

4 TIMES DAILY

First on New York's Dial...570

wmca

America's Leading Independent Station

Bricker Tells Two Newspaper Groups Legislation Needed to Restrict FCC

"SHOULD the Administration take over the press as it has the radio?"

That question, propounded to Gov. John W. Bricker of Ohio, who addressed the National Press Club in Washington last Friday, brought from him this answer:

"The only reason for restricting radio is the limitation of channels. . . . The press ought to remain free and the Congress of the United States ought to remedy that situation with reference to radio."

Gov. Bricker made reference to an address Feb. 4 before the Ohio Newspaper Assn. in Columbus in which he declared that radio is "constantly under a life and death threat and too often must submit to Government direction."

In Columbus he said the May 10, 1943 Supreme Court decision written by Mr. Justice Frankfurter "conferred upon the FCC regulatory power over radio broadcasting in the field of program content and business operation. This gives to a bureau of the Federal Government," he added, "complete power to dominate and restrict the freedom of speech over the air."

Quoting from the opinion, "we cannot find in the Act any such restrictions of the Commission's authority," Gov. Bricker declared: "If there is no such restriction in law, it ought to be put into the law by the Congress. Such unlimited power given to any Government board over our communications system, even if not exercised, is within itself a threat to the free distribution of news and the right to speak the truth.

"Just a few days ago a Washington bureau (FCC) decided after many months of careful study that as newspaper men you might be permitted to own a radio station if, in the bureau's judgment, it suited the public interest, convenience and necessity. There are seven members of that bureau and two of them have stood out staunchly defending the kind of freedom that we have thought in keeping with the constitutional guarantees. If the radio is to actually be free, it must be free of the blight and constant fear of Government control and cancellation of its license without cause."

Referring to the recent refusal of FBI Chief J. Edgar Hoover to testify before the House Select Committee to Investigate the FCC "because of an order from the President," Gov. Bricker said: "This is an instance of censorship by the Executive Branch of the Government depriving the Congress of what might be vital information in determining its war policy."

Market Firm Reorganized

PAUL W. STEWART & ASSOCIATES, New York, marketing and distribution consultants, March 1 changes its name to Stewart, Brown & Associates, with Dr. Lyndon O. Brown becoming a partner in the firm. Dr. Brown has been vice-president in charge of research of Foote, Cone & Belding, New York, and has directed research for FC&B's predecessor, Lord & Thomas, for eight years and for other agencies. Johanna B. Cooke and Paul W. Atwood become junior partners in the reorganized market research firm, which recently has taken enlarged quarters in the RCA Building. Arthur B. Dougall, business manager, is a partner in the firm.

Union Oil Plans

UNION OIL Co. of California, Los Angeles, on March 4 for 52 weeks begins sponsorship of a weekly 60-minute recorded program of jive music, *Down Beat Derby*, on 34 Don Lee Pacific stations, Saturday, 8-9 p.m. (PWT). If network time can be cleared program starting date will be pulled back to Feb. 26. Directed to teen-agers, series will be conducted by Al Jarvis as m.c. Recording artist voted as favorite by audience each week will make a personal appearance on the program. Foote, Cone & Belding, Los Angeles, is agency handling the account. Petroleum concern also sponsors weekly half-hour comedy-drama, *Point Sublime*, on 34 Don Lee Pacific stations.

PITCHING INTO the disc pile is Thomas H. Kelleher, director of WOR Recording Studios, New York, who has started a nationwide campaign to have radio stations and advertising agencies return old process discs to manufacturers. To publicize the drive, which will help replenish the recording industry's vinylite supplies, Mr. Kelleher, has named Lina Romay, singer, as "Miss Vinylite of 1944." Miss Romay is heard on Xavier Cugat's Mutual show for Dubonnet Wines.

RCA board of directors has declared a dividend of 87½ cents per share of cumulative first preferred stock for the first quarter of 1944.

PROGRAM THE HEADLINERS!

NBC RECORDED PROGRAMS

For example:

"THE WEIRD CIRCLE"

Dramatizing the eerie classics . . . the ageless masterpieces of such celebrated writers as Poe, Tolstoi, Balzac, Dumas and Victor Hugo . . . in a series of 26 half-hour programs, each complete. Skillful effects, top talent, strongest Publicity and Promotion Kit ever assembled for a recorded program. Now sponsored by brewers, food manufacturers, clothiers, tobacco makers, furniture firms, a paint company and many others. Send for audition records.

★ ★ ★

Many other NBC Recorded Programs—
5 minutes to half-hour.

National Broadcasting Co. A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

RADIO MEN CALLED TO FARM MEETINGS

A SERIES of regional conferences with farm service directors of radio stations and editors of farm journals has been called by War Food Administrator Marvin Jones to discuss problems facing farmers in meeting 1944 production programs.

The meetings will be attended by Morse Salisbury, WFA director of information, and Wallace L. Kadderly, chief of radio service, Dept. of Agriculture. Representatives of approximately 80 stations having farm service directors will participate.

The first meetings will be held Feb. 20, 21 in New York at the New Yorker Hotel. The second will be held in Atlanta Feb. 27, 28 at the Henry Grady Hotel. The third is scheduled for March 5, 6 in Chicago, place not yet determined. The fourth will be held March 11, 12 in San Francisco at the Claremont Hotel (Berkeley).

Principal subjects to be discussed include production goals, price reports, farm equipment, seed supplies, and labor requirements for planting and harvesting of crops. WFA will seek suggestions as to how it can help farm service directors of stations to provide the necessary information to enable farmers to meet war production goals.

Plans for the organization of the National Society of Farm Radio Directors are expected to be completed at the meetings. The group met recently in Chicago to discuss methods for extending agricultural information service through radio [BROADCASTING, Jan. 17]. Larry Haeg of WCCO Minneapolis is acting chairman of a temporary organization committee to present plans of the Society to farm service directors of stations and networks.

Virginia Dare Plans

VIRGINIA DARE EXTRACT Co., Brooklyn, producers of some 300 flavorings and extracts for industrial and consumer use, is considering a national spot campaign, which would be concentrated in special areas where the company has the best distribution, but no specific plans for radio have been made, according to George Heitmanek, newly-appointed advertising manager.

EXCHANGING POST-PROGRAM opinions with talent and producer on initial broadcast of the weekly Blue *Life of Riley* were these sponsor and agency executives. American Meat Institute sponsors the weekly half-hour comedy series on a 52-week basis. Program-discussers (l to r, front row), are Harry Wilbur, San Francisco executive of American Meat Institute; William Bendix, star of series; Frank Ferrin, radio director of Leo Burnett Co., E. Floyd, Western director of American Meat Institute. Standing, Don Bernard, agency producer; Paul Cornelius and William Kinnaird, Los Angeles board director and advertising manager of American Meat Institute, Chicago, respectively; Norman LeVally, account executive of Leo Burnett Co., agency handling the account.

New RKO Program

RKO RADIO PICTURES, Hollywood, on Feb. 28 starts for 13 weeks sponsoring a five-weekly quarter-hour interview and gossip type program *Luncheon with the Stars*, on 19 Blue Pacific and Mountain stations, Monday through Friday, 12:30-12:45 p.m. (PWT). Following first 13 week cycle, program will be expanded nationally. Originating from RKO commissary with Gary Breckner as m.c., series will promote current pictures and musical numbers from same. Manny Harmon has been signed as musical director, with Fred Runyon and Tom Pettey, writers. Arnold Maguire is assigned producer of Foote, Cone & Belding, Los Angeles agency servicing account.

TALENT search by GE has unearthed five young entertainers who will be telecast by GE's video station, WRGB Schenectady, in the near future. Representatives of GE's other stations, WGY and WGFM are also scouting the area for new talent.

Local stores know how you can increase consumer demand for your product. Advertise on WDRC – *get all 3!*

1—Complete COVERAGE of the 26 towns in the rich Hartford Trading Area.

2—PROGRAMS of CBS, world's finest network.

3—One low uniform RATE for all advertisers—national, regional, local.

Connect in Connecticut by using radio on WDRC. It's the first-choice, low-cost advertising medium for the entire Hartford Trading Area.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

BASIC CBS
Hartford 4
Connecticut

NATIONAL REP.
Paul H. Raymer Co.

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

FIRST IN ALASKA

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

Don't dig so hard for sales when they come so easy in Albany!

WGPC
ALBANY, GA.
CBS
REPRESENTED BY SPOT SALES

Authority of FTC Upheld by Court

JURISDICTION of the Federal Trade Commission to compel manufacturers of drugs and medicines to include warnings in advertisements or labels cautioning against excessive use of the preparations, was upheld last week by the U. S. Court of Appeals of the District of Columbia.

The Court affirmed the Commission's action against Miles Laboratories Inc., (Nervine remedies) Elkhart, Ind., seeking a stipulation to refrain from practices held to be unfair and potentially dangerous to health. The company refused to sign a stipulation and brought suit in the U. S. District under the Federal Declaratory Judgment Act, challenging the scope of the Commission's authority. This case was dismissed on the ground that the Court lacked jurisdiction in such matters and that the proceeding could be reviewed only by a Circuit Court of Appeals.

In finding for the Commission, the Circuit Court held that "there can be no contention that the Commission is without statutory authority to issue a complaint when it has 'reason to believe' that someone is using misleading matter in the advertising and sale of its medicinal products—for the Act specifically so provides."

The Court disagreed with the appellant's contention that the Commission is attempting to regulate labels when it gave the company the option of including warnings and cautions on its labels, declaring that this was a choice "which appellant could take or leave as it pleased."

While the court's ruling specifically concerned the Commission's action in the Miles case, the decision reaffirmed the broader authority of the Commission to issue complaints and enforce its orders. Citing a recent decision of the Supreme Court certifying the jurisdiction of administrative agencies, the opinion stated: "That the Supreme Court will change or modify its views in this respect is an 'iridescent dream', for the trend is decidedly the other way."

The decision, therefore, is believed likely to assure compliance on the part of a number of advertisers in the drug and cosmetic industries who have been cited by the Commission for misrepresentations in radio and other advertising.

Most prominent among these is the Colgate-Palmolive-Peet Co., Jersey City, N. J., which was recently charged in an FTC complaint with misrepresenting the composition, properties and effectiveness of its soaps, dentifrices and shaving creams. The Commission complained specifically of the advertising claims made for Palmolive Soap, Colgate Dental Cream, Colgate Tooth Powder, Palmolive Lather Cream, Palmolive Brushless Shave Cream and Concentrated Super Suds.

HE CAUGHT IT—in the 4-H Club "Catch-It-Calf" contest at the annual National Western Stock Show in Denver. The 220 lb Hereford calf, provided by KOA, is held by its winner Ernest Dittmer, 17-year-old Colorado 4-H Clubber and 3-time winner of the event. In line with KOA's coverage of the complete Stock Show, participants in the program were (l to r): James R. MacPherson, general manager of KOA; William E. Drips, Agriculture director for NBC; Glenn Kinghorn, the calf's owner; and Clarence C. Moore, KOA program director.

PAA June Session

THE 41st annual conference of the Pacific Advertising Assn. will be held June 12-14 in Fresno, the PAA headquarters in San Francisco announced.

WOR New York last week started a six-weekly three-minute weather report, broadcast directly from the Weather Bureau offices in downtown New York, at 6:50 p.m.

Kate Smith to Coast

KATE SMITH and Ted Collins will broadcast four of their Friday night CBS programs from Hollywood. Dramatic highlights from Paramount pictures will be presented, starting Feb. 25.

ROBERT E. LEE, former radio writer and now aviation cadet in training at Des Moines, Ia., is author of a book, *Television: The Revolution*, to be released in early March.

Get set now

POST-WAR IN THE DETROIT AREA promises big things! Booming industry, fat payrolls, solid retail markets. Get set—plan to hook up with CKLW . . . a live wire 5,000 watt station which, at 800 kc., gives you the largest coverage in this area.

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

OPA AND INDUSTRY TALK TUBE PRICES

PROPOSED maximum price regulation on wholesale and retail sales of radio receiving tubes has been discussed by members of the industry advisory committee representing tube distributors and jobbers in a recent meeting with OPA officials, it has been announced in Washington [BROADCASTING, Dec. 27]. The meeting, the first of a series, was an organizational one during which Aaron Lippman, president of the Aaron Lippman Co., Newark, N. J. was elected chairman.

Regional offices of OPA will soon hold meetings with radio tube retailers to discuss the retailer's problems. A revised draft of the amendment, incorporating such recommendations of the distributors' and jobbers' committee as were acceptable, is now being prepared by OPA and will be available for discussion at the proposed regional meetings.

Members of the distributors' and jobbers' industry advisory committee who attended the meeting were, in addition to Mr. Lippman, A. D. Davis, Allied Radio Corp., Chicago; Albert Spears, Philco Distributors, Inc., New York; Milton Deutschmann, Radio Shack, Boston; H. M. Carpenter, Thurow Radio, Tampa, Fla.; and Maurice S. Desperes, Admiral Radio and Television Co., New York.

According to an OPA official, it was the consensus of opinion among the jobbers that the subject of uniform prices should be thoroughly explored.

Hope, Skelton, Fibber Hooper Tops Out West

BOB HOPE, Red Skelton and *Fibber McGee & Molly* are the top programs on the West Coast, according to the Hooper Pacific program ratings for December-January. Charlie McCarthy, *Aldrich Family*, Frank Morgan - Fanny Brice, Jack Benny, *March of Time*, *Take It or Leave It* and Abbott & Costello complete the list of 10 leading shows with Pacific Coast audiences.

Evening program ratings average remains unchanged over the previous report, while the daytime average increased 0.4. Evening sets-in-use have risen from 34.8 in the last report to 35.1. The total number of hours for evening commercial network programs is up 17¼ hours over a similar period in 1943, and the number of daytime commercial hours has been increased by 5¾ hours.

"Bet this makes the News on WFDF Flint."

Locker Luxury

VERSATILITY of manufacturers has provided the engineering staff of WIP Philadelphia, with a $600 clothes closet. Of the two cabinets purchased by the station before the war, one houses the FM transmitter, while the other was designed to hold a 10 kw amplifier for the FM station. But since the amplifier will not be attainable until after the war, the members of the engineering staff are making use of the vacant cabinet as a super deluxe cloak room.

KWTO Springfield, Mo. Joins Blue on Fulltime

ALIGNMENT of personnel of KWTO Springfield, Mo., which divested interest in KGBX and went to fulltime operation as granted by the FCC has been announced by Ralph Foster, president and general manager. Leslie L. Kinnon has been appointed national sales manager. Richard Werner, formerly on the sales staff of both stations, has been appointed local sales manager, Ralph Nelms, program director, Hugh Aspinwall, production manager and Bill Bailey, promotion manager.

The transmitter is now operating from a new site 3 miles south of Springfield with a new 465 foot verticle radiator tower. Members of the KWTO board are: Lester Cox, chairman of the board and vice-president; Ralph Foster, president; C. Arthur Johnson, treasurer; Roy Magruder, secretary. The station operates on a 560 kc with 5000 w daytime and 1000 w nighttime power and is represented by the John E. Pearson Co. The station has just joined the Blue network.

Military News Discussed

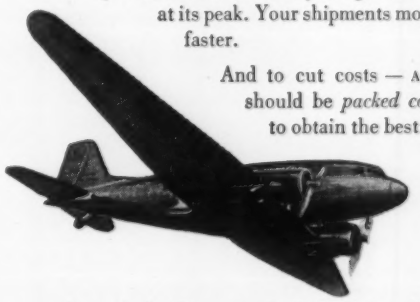
AT A SPECIAL conference at NBC headquarters in New York last Thursday, Feb. 10, executives of the network and local affiliates discussed plans for handling news and special events connected with military operations. William F. Brooks, NBC director of news and special events, presided. Present were: John W. Elwood, manager, KPO San Francisco; Carleton D. Smith, manager, WRC Washington; Francis C. McCall, manager of operations of the news and special events department; Adolph Schneider, assistant manager in charge of news; William Ray, manager of news and special events, NBC central division, Chicago, and William McAndrews, acting WRC news editor.

"VICTORY TIME for Victory Year," an editorial in the *New York Law Journal*, suggested that local stations change their time signals from "War time" to "Victory Time" because this year action on the fighting and home fronts point toward victory. WBYN Brooklyn caught the idea and promptly changed all time signals to "Victory War Time".

SHIPMENT READY? REACH FOR THE PHONE!

WHEN your AIR EXPRESS shipments are ready, reach for the phone. Don't wait for "routine" afternoon pick-ups. Pack as early in the day as possible and SHIP WHEN READY! That's the way to get the full benefit from Air Express service. It avoids end-of-the-day congestion when Airline traffic is at its peak. Your shipments move faster, are delivered faster.

And to cut costs — AIR EXPRESS shipments should be *packed compactly* but securely, to obtain the best ratio of size to weight.



A Money-Saving, High-Speed Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have recently been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-2, Railway Express Agency, 230 Park Ave., New York 17, N. Y.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

KTFI
TWIN FALLS • IDAHO

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

The
1944
YEARBOOK
will be in
the mails
FEBRUARY 15

Probe Denies FCC Charges

(Continued from page 14)

from the Committee counsel" pointing out that the President opposed his Joint Chiefs of Staff in keeping radio intelligence activities in the FCC. Mr. Lawrence cited correspondence and evidence presented before the House investigators in open hearing.

The following day Mr. Fly wrote Chairman Lea a second letter, demanding a "copy of Committee Counsel's letter to Mr. Lawrence and copies of all other communications from this undercover propaganda mill." On Feb. 8 the *Washington Post*, which has consistently criticized the Committee, published its second editorial captioned "Agent of the House", defending Chairman Fly's views.

In his column Feb. 11 Mr. Lawrence published a portion of Chairman Fly's second letter, explained that the counsel sent him a copy of the official proceedings and commented: "There is nothing 'under cover' about distributing copies of a Congressional proceeding and the time has not come in America to suppress Congressional inquiries in time of war on the flimsy excuse that it might not be liked by the President or some other official in a Government agency."

After quoting from the public record, Mr. Lawrence added: "But the President has listened to Mr. Fly and not to the chiefs of staff on this point and Congress now is endeavoring to support the request of the chiefs of staffs." His column concluded with: "Committee counsels have their points—but these, to be sure, are never extolled by the victims of their investigations."

In his first letter to Chairman Lea, accompanied by a news release dated Feb. 5, Chairman Fly charged that "the Commission's employes were forced to testify before members of the Committee's staff in secret session" and that "upon occasions, the Committee's staff even attempted to illegally administer oaths to the witnesses."

"This 'investigation' has been going on for almost a year," wrote Mr. Fly, "and the Commission has been given no opportunity to present any witness to refute the slanderous charges so freely circulated." He asked that the Commission be given "an opportunity to answer the many false and irresponsible charges which have been made by your counsel and widely publicized, and thus repair, at least in part, the great damage which has been done to the Commission."

FCC Funds Cut

"In December Mr. Denny urged upon you the importance of our having a hearing before the Select Committee prior to the time when our budget estimates would come up for consideration by the Appropriations Committee," Chairman Fly's letter continued. "It was pointed out that we would be much prejudiced in presenting our case to the Appropriations Committee if at that time the grave charges still remained unanswered."

Because the FCC has not been heard before the Select Committee, Mr. Fly charged, "the House of Representatives has now cut $1,000,000 from the appropriation for the Commission's Radio Intelligence Division and $500,000 from the appropriation for the Commission's Foreign Broadcast Intelligence Service."

He charged that "the Committee's counsel's suggestion that the Committee now take up WMCA is, I believe, deliberately calculated to postpone our hearing at least until after the appropriation has been disposed of in the Senate. . . . The reduction in the appropriation proposed by the House is pitched entirely upon the one-sided record before the Select Committee."

Quotes Wigglesworth

Extracting a portion of debate by Rep. Wigglesworth (R-Mass.), member of both the Select and Appropriations Committees, on the floor Jan. 27, Chairman Fly quoted Rep. Wigglesworth, who spoke on the FBIS, as follows: "Evidence before the Select Committee both on and off the record raises a very grave question as to the value of this service. Representatives of several agencies have gone so far as to state that in their opinion it is absolutely valueless, the material finding its way almost immediately into the wastebasket."

"This statement is made in the face of the fact that the Committee has thus far refused to receive evidence as to the true worth of this material to the other Government agencies who rely upon it," wrote Chairman Fly. "Similar reliance is placed by Congressman Wigglesworth upon the evidence before the Select Committee to persuade his colleagues in the House that the RID should also be crippled. There could be no better ex-

'Time's Awastin'"

WHEN Eugene L. Garey, general counsel of the House Select Committee to Investigate the FCC, asked Donald Flamm to outline briefly his experience as a radio executive, last Tuesday, Mr. Flamm went into lengthy detail about early-day programs which he said he originated. After some minutes of descriptive testimony Rep. Hart (D-N.J.) inquired: "What is the pertinency of this?" Mr. Garey replied: "I asked him to give you his background briefly." Rep. Hart glancing at the clock, remarked: "Need it be in such detail? Time's awastin'."

More business!

More advertisers renew their contracts more consistently on WSAI...than on any other local Cincinnati radio station.

W•S•A•I

5000 WATTS-DAY AND NIGHT
BASIC BLUE NETWORK STATION
CROSLEY OWNED AND OPERATED
National Representatives: SPOT SALES, INC.
New York • Chicago • San Francisco

ample of the continuing grievous harm which is being caused the Commission by the present one-sided state of the record."

Mr. Fly wrote that the Commission "wishes at this time to urge upon the Committee the importance of immediately granting it an opportunity to present its testimony upon these matters."

Chairman Fly's letter, which accused Mr. Garey of conducting an "undercover publicity campaign. . . against the Commission and at times against the President", said: "It appears . . . that your Counsel has taken it upon himself to write to Mr. Lawrence and volunteer certain 'facts' which he has allegedly drawn from the 'evidence' developed before the Select Committee," wrote Mr. Fly. "These charges of your Counsel are then used in the article as the basis for a vicious attack upon the Commission RID and upon the President. You, yourself, know that it is not possible to predicate any conclusions whatsoever upon the Select Committee's record in its present one-sided state." Chairman Fly added: "Committee machinery has thus been turned into a propaganda mill."

Chairman Fly further alleged that Mr. Garey "engaged a press agent by the name of Leftwich" and that he had sent unsigned articles, "in the name of Congress", to New York newspapers and "under cover, he has reached out into the precincts and circulated his smears to the small town papers."

"I respectfully request that I be furnished with a copy of Committee Counsel's letter to Mr. Lawrence and copies of all other communications from this undercover propaganda mill to the newspapers, magazines, and radio stations throughout the land," Chairman Fly wrote Chairman Lea.

Ryan Named

(*Continued from page 18*)

Connor, chairman of the 16th Distric stales managers commitee and manager of KRKD Los Angeles, made his report on activities. Public relations plans and problems were discussed jointly by Willard D. Egolf, asistant to the president, manager of KFI-KECA Los Angeles and J. G. Paltridge, sales promotion and 16th District public relations chairman.

In addition to those mentioned, registration included:

Jane Alvies, OWI; Ruth Arnold, C. E. Hooper Inc.; Ethel Bell, Southern Cal. Broadcasters Assn.; Dean Banta, KERN; Matt Barr, KFI-KECA; H. L. Blatterman, KFI-KECA; Fox Cahe, KNX; Ned Connor, KRKD; Leonard D. Callahan, SESAC; Lt. John Christ, USN; Pat Campbell, KHJ; Glen Dolberg, BMI; W. R. Davison, NBC Radio Recording Division.

John I. Edwards, KFI-KECA; Ernest Felix, KFI-KECA; W. R. Gleeson, KPRO; Emile Gough, SESAC; M. R. Harris, KFSD; K. A. Jadassohn, U. S. Treasury; Jerry King, Standard Radio; W. W. Kenney, Graybar Elec. Co.; Lou Keplinger, OWI regional ralio director; Lee Little, KTUC; Lt. Eugene Lee, Army; Maj. Lutes, Army; Curtis Mason, KFI-KECA; Harry Maizlish, KFWB; J. Archie Morton, KNX; C. G. Mathon, Edw. Petry & Co.; A. J. Mosby, KGVO; Lt. Lawrence W. McDowell, KFOX; C. P. MacGregor.

Van Newkirk, ABC Network; Jennings Pierce, NBC; Edward Petry, Edward Petry & Co.; Bill Ray, KFWB; Neil Reagan, KFWB; Commander Requa, USN; Jack Richardson, Standard Radio; Tom Ray, Katz Agency; E. L. Spencer, KVOE; Wayne Sanders, KTUC; L. A. Schamblin, KPMC; Clyde Scott, KFI-KECA; Bob Stoddard, KOH; S. W. Scott, Graybar Elec. Co.; Ivor Sharp, KSL; Kenneth H. Thornton, KXO; Maury A. Vroman, KFXM; Wallace Wiggins, KVOE; Lee Wynne, KGER; H. W. Wilson, KPRO; Harry Witt, KNX; William Welch, OWI; Mrs. E. Woods, C. E. Hooper Inc.; Lt. Commander Zukor, USN.

CBS Annual Earnings Show Increase Over '42

CONSOLIDATED net earnings of CBS during 1943 were approximately $4,535,000 (equivalent to $2.64 per share) as compared with $4,123,700 ($2.40 per share) in 1942, according to a preliminary report made to stockholders last week by Frank K. White, vice-president and treasurer. Complete annual financial report will be made on or before April 1. 1943 earnings are after providing $7,575,000 for estimated federal income and excess profits taxes, an increase of $3,225,000 over such tax provisions in 1942.

CBS board of directors last week declared a cash dividend of 40 cents a share on the class A and class B stock, payable March 3 to stockholders of record Feb. 18.

Video Meeting

SPIRITED discussion of television's programming problems highlighted the Feb. 10 meeting of the American Television Society at the Hotel Capitol, New York. Participants included: C. L. Menser, NBC vice-president in charge of programs; Paul Knight, program manager, WPTZ Philadelphia; Thomas Hutchinson, television director, Ruthrauff & Ryan, New York; Lt. John G. T. Gilmour, former manager, WRGB Schenectady; Ray Nelson, radio director, Charles M. Storm Co., New York; Sam Cuff, director of commercial programs, W2XWV New York; Will Baltin, program producer at W8XWV. Norman D. Waters, ATS president, presided.

Mattelage Adds

C. F. MATTELAGE Co., New York, participating sponsor on *Pegeen Prefers* on WOR New York for You-All Salad Dressing, will add participations on Margaret Arlen's six-weekly program on WABC New York in March. Agency is St. Georges & Keyes Inc., New York.

KBIZ Assignment

APPLICATION has been received by the FCC for the voluntary assignment of license of KBIZ Ottumwa, Ia., from J. D. Falvey to KBIZ Inc., a new corporation, for a sum said to be $60,000. President and holder of 99% interest in KBIZ Inc. is James J. Conroy, who with his wife, Victoria, have applied to relinquish their control in WDSM Superior, Wis., for $18,000.

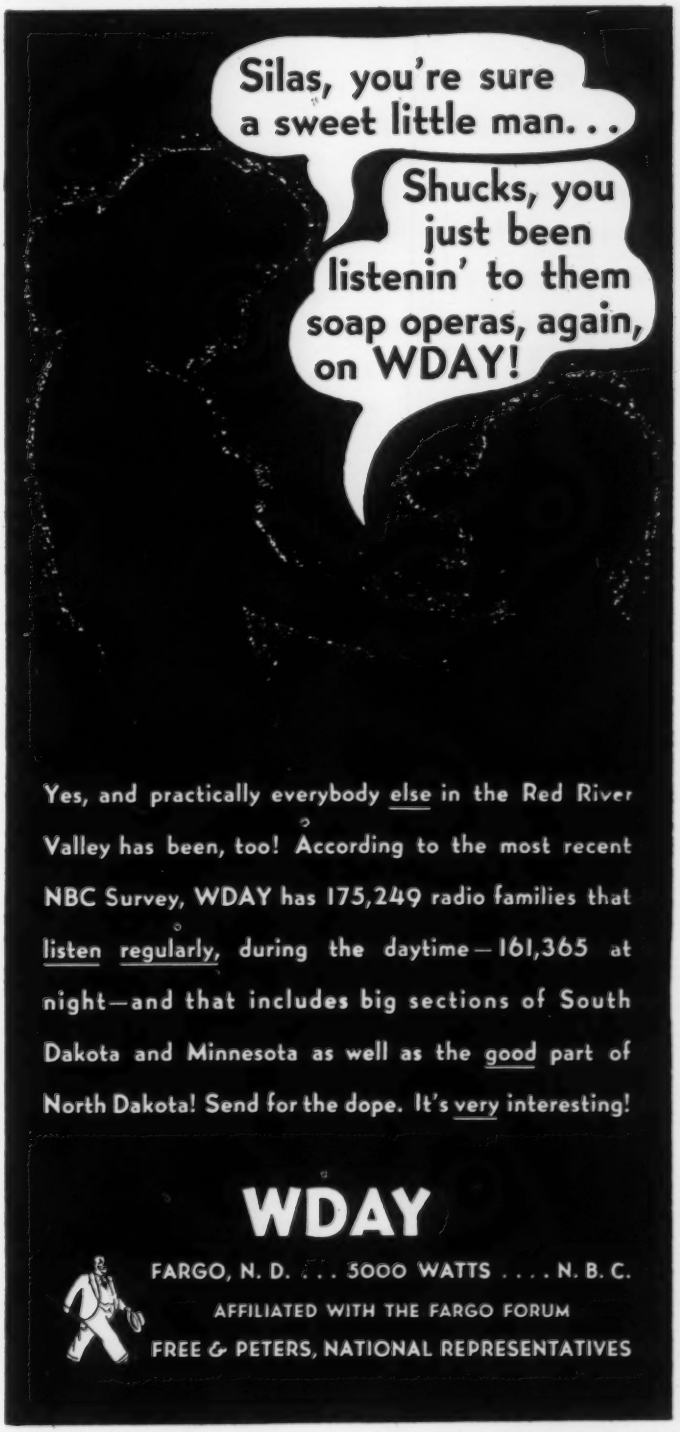
Cushman Names

CUSHMAN & DENNISON Mfg. Co., New York, has named Nascon & Bourne, New York, to handle its advertising for its Fountain-Brush Pen & Cado Ink. No immediate radio plans.

Pillsbury's New Spot

PILLSBURY FLOUR Mills, Minneapolis, originally scheduled to start *Grand Central Station* on CBS Saturday, 10-10:30 a.m. this month, will take the 1-1:25 p.m. spot, to be vacated by Campana Sales Co., sponsors of *Campana Serenade*. Pillsbury program begins March 4 on 74 CBS stations. Agency is McCann-Erickson, New York. Campana agency is Wallace-Ferry-Hanly, Chicago.

W. ARTHUR RUSH, head of Art Rush Inc., Beverly Hills, Cal. talent service, has been appionted West Coast artists relations directors for RCA-Victor. With headquarters at NBC Hollywood, Mr. Rush will continue to handle clients under contract to Art Rush Inc.


Silas, you're sure a sweet little man...
Shucks, you just been listenin' to them soap operas, again, on WDAY!
Yes, and practically everybody else in the Red River Valley has been, too! According to the most recent NBC Survey, WDAY has 175,249 radio families that listen regularly, during the daytime—161,365 at night—and that includes big sections of South Dakota and Minnesota as well as the good part of North Dakota! Send for the dope. It's very interesting!
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

"KEEP SHIPPING MONTHLY"
wires Eugene Tanner, WSIX
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Hidden Radios Keep Dutch Informed

Defying Nazi Threats People Cling to Sets For War News

STOCKHOLM, Oct. 19 (Aneta through Reuters)—German authorities in Holland have set tomorrow as the final deadline for surrender of privately-owned radio sets, with a threat of "severe punshment" for those in whose homes radios are found thereafter, it was learned today.

ONE of the most potent allies of the United Nations in occupied Europe is the hidden radio, says the Netherlands Information Bureau. This is particularly true in Holland, where the Nazis have been trying for many months with little success to force Dutch patriots to surrender their receivers.

Heavy fines and jail sentences are known to have been inflicted on more than 100 Netherlanders for refusing to give up their sets. The Nazis complain that in Rotterdam, the people use every conceivable hiding place for their radios, concealing them under hay and straw in barns, in rabbit hutches and attics, under floors and beds, in laundry baskets, upholstered furniture and stoves, in empty garden ponds, arbors and unused vehicles, under coal or potatoes in cellars, in chimneys, or behind partitions in built-in cupboards.

Deadlines Set

The Nazis have set numerous deadlines for the surrender of radios. Early last May, during the nationwide general strike, June 2 was set as the final date. But by June 12 Max Blokzijl, Dutch Nazi radio propagandist, was still complaining that "the number of people listening illegally is several times larger than the number of people listening legitimately".

Late in June a house-to-house search was instituted and dire "consequences" were threatened for those who still evaded the Nazi ultimatum. Then a new deadline was announced—this time July 9. During August, Dutch patriots burned down the storehouses in several town where the confiscated radios were kept. The Nazis remarked that a large number of the sets turned in were so old they weren't usable anyway.

The latest "final deadline" announced by the Nazis for the surrender of radios was Oct. 20. But there has been every indication that this was no more successful than previous orders.

Despite the fact that its audience is theoretically non-existent, the Nazi-controlled radio at Hilversum, Holland, continues to broadcast daily. Since the Dutch Nazi party represents only about 1% of the population, and its members are the only ones permitted exemption from the surrender decree, this may be another indication that a considerable proportion of the Dutch people have managed to retain their radio sets.

As soon as the original confiscation order went into effect, shortwave broadcasts to the Netherlands underwent a change. The usual signature melodys and any loud music that might jeopardize the listeners was omitted. News and other material was read slowly and clearly, to permit note-taking, and a summary was broadcast to facilitate checking of notes.

The listeners were told to ignore statements by the Germans that they possessed devices to locate radio sets. "No such device exists," London's Radio Orange said. Dutch broadcasts from the United States, too, were altered to emphasize brevity and clarity to enable listeners to reproduce and distribute the news thus received.

Strong Weapon

"Radios," according to the Nazis, "are a strong and dangerous weapon in the hands of the Dutch." And there is ample proof of that statement. The news of the landing in Tunisia last year spread all through Holland within a few days. Dutch Premier Gerbrandy's recent broadcast from London urging civil servants in the Netherlands to protect their countrymen against deportation, hunger, forced labor, etc., was followed shortly by similar instructions through the underground press. Thanks to the radio, the Dutch people will be ready to strike against the Nazis when the war returns to Holland.

Take Nazi Radios

DEPRIVED by Nazi troops of their radios, Hollanders have been raiding German homes in occupied Netherlands to get receiving sets, the Aneta (Dutch) News Service has disclosed. Scheveningen police broadcast an order for the arrest of two men who entered a Reichs-German house in Beek, Limburg Province, threatened the housewife with a pistol, cut the telephone wire and made off with a radio and revolver.

Film Promoted

PROMOTION of the world premiere in Hollywood of the Paramount film "Lady in the Dark," on Feb. 9 included tie-ins with eight network programs, and a total of 363 spot announcements on nearby West Coast stations, starting Feb. 2 and continuing to Feb. 22. The premiere itself was broadcast from KFWB Los Angeles. Agency is Buchanan & Co., New York.

FOR SHOWING overseas to servicemen, Army Pictorial Service is making short films of radio programs produced in Hollywood by Armed Forces Radio Service. Included are *Mail Call, Command Performance* and *Jubilee.* Capt. Claude Binyon directs the filming while the shows are being transcribed for shortwaving overseas.

JAMES R. DUFFY, assistant advertising manager of Sylvania Electric Products Inc., Salem, Mass. has been promoted to the newly-created post of manager of employe activities in the Industrial Relations Department, it was announced last week. He will be located in the company's New York office, 500 Fifth Ave.

He "Noses Out" the East Bay Market!

Smart chatter and swing music "know-how" are behind Bill Baldwin's successful "East Bay Club," Mondays through Fridays from 4 to 4:30 P.M. This glib young emcee with the big nose and the bigger following is a proven buy. And because KGO has the largest East Bay audience percentage, the Baldwin nose booms into plenty of Oakland, Berkeley and Alameda homes. Just another reason why the San Francisco-Oakland radio picture *has* changed!

Call your Blue Spot representative or write direct for full details

20TH ANNIVERSARY KGO
SAN FRANCISCO · OAKLAND
810 K. C. • 7500 WATTS
Blue Network Company, Inc.

Ask ANY Daytonian

The Dayton market is filled with a great variety of people, but you'll find they have one thing in common—They like WHIO because of the fine CBS programs and interesting local features—plus complete and reliable news coverage through U.P., I.N.S. and Reuters.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

WHISKEY 1,000 LIRA A SHOT IN ITALY

Radio Group Auctions a Christmas Drink And Italian Waif Gets the Profits

Following is the first dispatch to BROADCASTING *from Maj. Frank E. Pellegrin, on duty with Allied Force Headquarters, somewhere in Italy, since he went overseas several weeks ago. Before entering the service as a captain early in 1942, he was Director of Broadcast Advertising of the NAB and previously was commercial manager of KOIL Omaha. Maj. Pellegrin is assigned to the public relations branch, advanced echelon, Allied Force Headquarters in Italy.*

By Maj. FRANK E. PELLEGRIN
Public Relations Branch, Allied Force Headquarters Somewhere in Italy

WHISKEY is a very precious commodity in Italy. Strong men who might calmly watch molten gold flowing down the drain would weep at the sight of a broken whiskey bottle. So when RCA Manager T. D. Meola presented a quart to our small Officers Mess as a gift to be consumed with our Christmas dinner, it was an event to be hailed with cymbals and Roman candles.

Maj. Pellegrin

To share this windfall our C. O., Lt. Col. Eddie Bomar (formerly of Associated Press, Washington) invited several of the war correspondents to be our guests for dinner. From his meticulous hand each man received two small shots—actually snifters—which went down with much groaning and toasting and patting of stomachs. Then, *mirabile dictu*, there was one shot left over—a pretty good shot, too—something over an ounce. What to do with it?

Flip a coin, said Pat Conger of United Press . . . Cut the cards, proposed John Daly of CBS . . . Jimmy Wellard of MBS and *Chicago Times* said: "Why not auction it off, proceeds going to the Mario fund?"

It should be explained that the "Mario fund" is the sole support of a little orphan Italian boy, whose mother, brother and sister were killed by a bomb and whose father was killed in street fighting by the Germans. Two of our young officers found him, starving, homeless, dirty, and brought him to our villa where he has been living like a prince ever since. His two godfathers, Lt. Gene Phillips and Capt. Carl Harkrader (whose father owns part of WOPI Bristol, Tenn.), are teaching him English and many other things; his clothes and other necessities are paid for by the Mario fund to which all and sundry contribute.

"Okay! It's an auction for the Mario fund." Lt. Phillips, who knows an opportunity when he sees one, was up on the chair starting the auction before anybody could change our mind.

Sold for 1,000 Lira

"Fifty lira" . . "Seventy-five lira". . . "One hundred lira" . . . To hear those men bid for that one little shot of whiskey you would have thought they were buying an original DaVinci with somebody else's dough.

Finally, John Daly bought the drink at 1,000 lira (about $50)—a price that should raise an eyebrow even at Toots Shor. With much kidding about Columbia's inflated salary scale and loose auditing of war correspondents' expense accounts—with much thumping of chests and general horseplay, not only did John Daly deposit the thousand lira on the floor, but everybody else tossed in a contribution so that for a minute it looked like a confetti shower.

Little Mario was called in and with some pretty fair Indian warwhoops and many a "Thank yo', yo'-all" (Lt. Phillips is from Georgia and thinks he is teaching the kid English) he was collecting handfulls of lira.

Amid all this excitement and active Christmas good-fellowship Turner Catledge of the *New York Times* reached over, picked up the glass, and gulped the whiskey.

The
1944
YEARBOOK
will be in
the mails
FEBRUARY 15

Barbara Gould on WQXR

BARBARA GOULD, Inc., New York, has signed a 13-week contract for a series of weekly quarter-hour programs on WQXR New York to promote its cosmetics, through Foote, Cone & Belding, New York. For the present, no additional radio is planned for the cosmetic house, which is affiliated with Bourjois Inc., network advertiser.

CHESEBROUGH Mfg. Co., New York, has launched its third annual script contest for the Dr. Christian Award, through its *Dr. Christian* program on CBS. A grand prize of $2,000 and other awards for lesser amounts, will be conferred on those submitting the best plays for production on the program. Jean Hersholt, who plays the title role, will be assisted by a board of judges, in selecting the winners. Deadline for receiving the entries is March 31.

ADVERTISING Federation of America has issued a 20-page, three-color booklet, "What the AFA Means to Advertising and to You," describing the Federation's purposes, membership and activities.

OVER 5,000 have entered the "Singing Cinderella" contest sponsored by General Electric Co.'s *Hour of Charm* on NBC. First auditions start in March.

Fulton Lewis Jr. Starts Another Congressional Investigation

Immediately following a series of broadcasts by Mutual's ace reporter, Fulton Lewis, Jr., revealing hitherto undisclosed and unusual information on "pre Pearl Harbor" Hawaiian defense construction contracts, the Military Affairs Committee of the House of Representatives ordered an investigation of the entire Hawaiian situation.

This investigation is still in progress . . . and is another reason why any organization would be proud to sponsor America's "most listened-to" News Reporter.

Fulton Lewis, Jr. is available for sponsorship in your city. Sell him at your one time quarter hour rate per week. CALL, WIRE OR WRITE WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Lt. Col. Warner Named War Intelligence Chief

APPOINTMENT of Lt. Col. Albert L. Warner, former chief of the CBS Washington news bureau, as head of the War Intelligence Division of the Army's Public Relations Branch has been announced by the War Dept. He succeeds Col. Francis V. Fitzgerald, now awaiting assignment. Col. Warner will continue his weekly official review as the voice of the War Dept. on the *Army Hour* over NBC, 3:30-4:30 p.m. Sundays [BROADCASTING, Jan. 10].

Taking Col. Warner's place as chief of the Press Branch is Lt. Col. Marshall E. Newton, who formerly headed the Overseas Liaison Branch. He was with the *New York Times* before entering the Army. Lt. Col. Martin Sommers is in charge of the newly combined Overseas Liaison and Continental Liaison Branches, now called Liaison Branch, War. Dept.

Clark Candy Subs

D. L. CLARK CANDY Co., Pittsburgh, is replacing its news program *Where Do We Stand*, featuring John Gunther and John Vandercook on the Blue Sunday 5-5:30 p.m., with *Mary Small Revue*. Talent includes Ray Block's orchestra, Sunny Skylar, singer, and guest comedians. New program starts on 161 Blue stations Feb. 27. Agency is Walker & Downing, Pittsburgh.

Radio Firm Cited

COMPLAINT charging false representations in advertising and unfair trade practices was issued last week by Federal Trade Commission against Nathaniel Goldberg, trading as North Eastern Radio Co. and also as Midwest Radio Service Co., New York. It is charged that customers were led to believe that the owner is connected with Midwest Radio Corp., Cincinnati, which manufactures radios under the trade name "Mid West", and for whom the respondent was once employed.

Taylor in OWI Service Assists Paley in London

DAVIDSON TAYLOR, on leave of absence as CBS director of broadcasts for a special assignment with the OWI Overseas Branch, has arrived in London where he is now serving as assistant to William S. Paley, CBS president, director of radio operations of the Psychological Warfare Branch of Allied Force Headquarters for the North European Area. William Fineshriber is acting director of CBS broadcasts.

Joe D. Ravotto, another member of the OWI overseas branch, has been named program director of Radio Naples, Italy, an activity of the Psychological Warfare Branch of Allied Force Headquarters for the Mediterranean Ara. Mr. Ravotto was formerly *Variety* correspondent in Paris, Rome and Madrid.

KREISLER YIELDS

Has Learned Mike Technique, Violinist Says

FRITZ KREISLER, violinist, will break his life-time precedent of not playing for radio audiences, he announced last week through N. W. Ayer & Son, New York. Agency has contracted with the artist for five appearances on Bell Telephone System's *Telephone Hour* on NBC, with the first performance scheduled for sometime in July or August. Mr. Kreisler said that his decision to go on the air was prompted largely by the increasing number of letters from isolated spots in America, asking him to broadcast.

He feels that with the number of his concerts reduced by wartime travelling difficulties, he must turn to radio to reach the people who wish to hear him. Unwilling to broadcast until he had learned "the technique of the microphone", he says, "Now I have learned something about radio, and I hope I am ready."

Sheaffer Expands

IN EXPANDED program, replacing Upton Close's *World News Parade*, heard on NBC Sunday 3:15-3:30 p.m., Sheaffer Pen Co., Madison, Ia., presents Curt Massey, baritone and Roy Shields' orchestra in musical interludes spaced between news reports by Mr. Close. Revised series started Feb. 13, as a half-hour show at 3 p.m., under the title the *Sheaffer World Parade*. Agency is Russel M. Seeds Co., Chicago.

Watch Co. New Cycle

LONGINES WITTNAUER Watch Co., New York, starts a new cycle for its transcribed musical program *"The World's Most Honored Music"* Feb. 14. Continuing to expand the number of stations carrying the half-hour version which now features an augmented orchestra, the firm now sponsors this disc on some 111 stations, with six additional outlets carrying the original quarter-hour record. Agency is Arthur Rosenberg Co., New York.

Jett Confirmed

(*Continued from page 13*)

vorably impressed by Senator White's statement but that he was "amazed" to find that Mr. Jett had never exercised his right to vote. Mr. Jett explained that he had registered last September in Maryland because at that time he was "thinking of resigning from the Commission to take a post in civilian life." He declared it was his intention to vote "from now on."

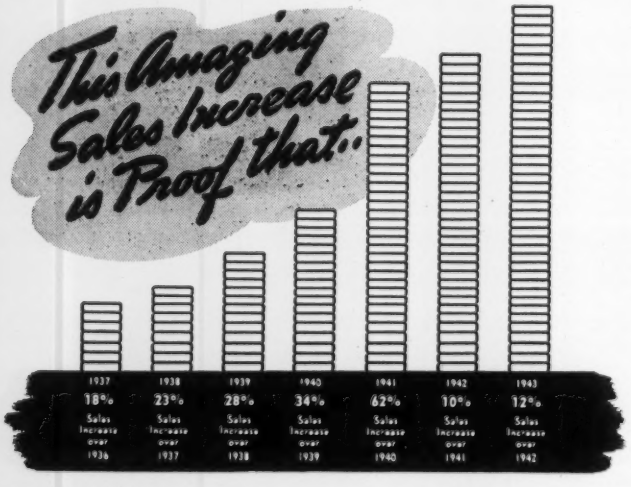
Senator Reed commented that for the first time "I have my doubts about your qualifications for the job." He said he did not question the way Mr. Jett might vote, but that he felt the "high right to vote" should be taken advantage of by all qualified citizens.

Declaring he could not see how the FCC position could be affected by his failure to vote, Mr. Jett reiterated that he felt it was in the best interests of the Government as a whole that the engineering department keep as far away from "politics" as possible. Senator Wheeler said he thought that was the way the entire Commission should function—not only its engineers.

The committee was in executive session for about 15 minutes, after which Chairman Wheeler announced Mr. Jett's nomination would be favorably reported. The dissenters were not identified, following committee custom. Only six of the committee's 21 members — Wheeler, White, Reed, Tobey, Gurney and Clark (D-Idaho)—were present. The entire committee, however, had been polled.

Lt. Lindquist Moves

2d LT. LANSING LINDQUIST has reported for temporary duty with the Radio Branch of the War Dept. He is on leave from his assignment as public relations officer in the Air Corps. Before entering the Army, Lt. Lindquist was with WHO Des Moines, the Iowa Network, and program director of WSYR Syracuse.



WHOM DELIVERS "BETTER THAN AVERAGE RESULTS"

There is a large segment of the New York and North Jersey radio audience who look to WHOM for their daily radio fare. These millions of foreign and native born Americans buy huge quantities of goods and services. Year after year, they listen to WHOM for *just what they want to hear*, and loyally support the sponsors. *For Better Than Average Results* for your radio dollars, call or write.

1480 Kilocycles — Full Time Operation

WHOM

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

FM in KANSAS CITY

KOZY

EVERETT L. DILLARD
General Manager

PORTER BLDG., KANSAS CITY

Amusement Accounts Of WOR Found Higher

AMUSEMENT industry was widely represented among the advertisers using WOR New York, during the past year, showing a definite rise over the previous year, and food accounts, still heading the list, show a slight decline, according to a chart giving a breakdown of the number of accounts on WOR 1939-1943, according to product.

List of products advertised on WOR, and the number of accounts in each category, follows:

	1943	1942	1941	1940	1939
Foodstuffs	72	79	72	58	61
Drugs & Pharmaceuticals	37	33	26	20	19
Toilet Goods & Cosmetics	25	22	18	12	10
Amusements	19	11	9	5	5
Retail Establishments	17	17	14	8	9
Beverages	15	17	12	6	4
Soap & Household Supplies	15	15	11	11	7
Confections	14	14	17	13	11
Tobacco Products	8	11	11	11	9
Household Equip., Furn.	3	6	14	10	7
Miscellaneous	79	63	49	36	27

Book Test

UNICORN PRESS, Brooklyn, publishers of Funk & Wagnall's 25-volume Encyclopedia, selling at 89 cents a volume, starts a test campaign on five Mid-western stations, using a weekly quarter-hour transcription, *Encyclopedia of Songs*, cut by WOR Recording Studios, New York. Program started on KVOO WEEU WHEB WHO WOWO Feb. 13, with other stations to be added. Listeners are offered the first of the 25 volumes free. Blackstone Co., New York, is agency.

'Mayor' for Noxzema

NOXZEMA CHEMICAL Co., Baltimore, will discontinue its *Quiz of Two Cities* half-hour program, heard on 22 stations, and will start *The Mayor of the Town* on CBS for its skin cream products. Formerly heard on CBS for Lever Bros., until replaced by the Frank Sinatra show Jan. 5th, *The Mayor of the Town* will again feature Lionel Barrymore, and will be heard on 57 CBS stations. It is scheduled for Saturday, 7-7:30 p.m., beginning March 11, although date and time have not been confirmed. CBS' *The Man Behind the Gun* heard at 7 p.m. is scheduled to go off the air. Noxzema agency is Ruthrauff & Ryan, New York.

News Probe Asked

APPOINTMENT of a Select Committee to investigate Government news releases, broadcasts and motion pictures designed for servicemen is demanded in a resolution introduced in the House last Wednesday by Rep. Clarence J. Brown (R-Ohio).

Although the resolution (HRes-431) did not specify the armed forces.

MUTUAL on Feb. 14 acquires two Iowa stations, bringing the total number of affiliates to 220. The new members, joining as outlets of north central broadcasting system, are KROS Clinton and KFJB Marshalltown.

WINS Granted Increase To 10 kw by FCC Action

LICENSE to cover a construction permit authoring increase in power and change of frequency has been granted WINS New York in action taken by the Administrative Board of the FCC on Feb. 9. The Hearst Radio outlet will now operate on 1010 kc with 10 kw power and unlimited hours. The authority was also granted WINS to install a new transmitter and a directional antenna for both day and night use.

This is subject to the condition that the station "shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external cross modulation." WINS has been operating limited time on 1000 kc with power of 1 kw.

Press Subsidy Expanded

A REVISED version of the Cannon bill (HR-3693), reported out of the House Ways & Means Committee last Wednesday, would authorize the Treasury to spend 12½ to 15 million dollars for War Bond advertising in daily, weekly, semiweekly and triweekly newspapers in towns of 25,000 or less, and in weekly, semiweekly and triweekly papers in cities over 25,000.

Rankin Would Ban Insurance for Libel

A BILL which would make the payment of defamation insurance a felony was introduced last Tuesday in the House by Rep. John E. Rankin (D-Miss.), whose name has been mentioned in recent broadcasts by Walter Winchell.

The measure (HR-4151), referred to the Judiciary Committee, would prohibit reimbursement or indemnification of another for damages or other loss resulting from slanderous or libelous utterances or publications uttered over the radio or sent through the mails.

Donald Dixon Is Killed After KDKA Bond Rally

DONALD H. DIXON, KDKA Pittsburgh production chief, was killed in a taxicab crash Feb. 6 when returning from a War Bond rally. He had been back on the KDKA staff less than a week, having returned there after several years with WCAE Pittsburgh.

Mr. Dixon spent much of his free time at bond rallies when he wasn't working night shifts in the filter center in Pittsburgh. It was a few hours after a rally appearance at Monessen, Pa., with a group of KDKA entertainers that he was killed.

NOW READY!

New 1944 RADIO OUTLINE MAP showing station locations in the U. S., U. S. Possessions and Canada

•

25c per map. 20c in quantities of 50 or more maps.

•

SEND YOUR ORDER IN NOW!

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

National Press Bldg. • Washington 4, D. C.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 5 TO FEBRUARY 11 INCLUSIVE

Decisions . . .

FEBRUARY 7

WNBZ Saranac Lake, N. Y.—Granted petition to continue hearing on application for license renewal from Feb. 9 to Mar. 8.

FEBRUARY 8

WHAT Philadelphia—Granted vol. transfer control from Philadelphia Record Co. to William A. Banks by transfer 100% issued and outstanding capital stock for $22,500.

WDGY Minneapolis — Denied petition correct record and reinstate action of July 7, 1942. Also denied application for special service authorization operate unlimited time with 500 w after Albuquerque, N. M., sunset during summer months 250 w after Albuquerque sunset during winter months.

FEBRUARY 9

Sacandaga Broadcasting Corp., Gloversville, N. Y.—Granted CP new standard station, 1340 kc, 250 w, unlimited.

WRBL Columbus, Ga.—Granted CP install synchronous amplifier near Ft. Benning, Ga., 1230 kc 250 w unlimited, synchronous with WRBL.

FEBRUARY 11

WOV New York—Transfer control from Arde Bulova and Harry D. Henshel to Murray and Meyer Mester. Resubmitted.

KTOK Oklahoma City—Vol. assgn. license to C. L. Taylor.

Blue Network, New York — Authority transmit programs to stations licensed to A. J. Byington Jr. in Brazil. Incomplete.

Applications . . .

FEBRUARY 7

WDRO Augusta, Me.—License cover CP authorizing increase power, install new transmitter and antenna, move transmitter.

KMLB Monroe, La. — Relinquishment control by J. C. Liner Jr. to Mrs. Melba Liner Gaston through transfer 498 shares common stock.

KOB Albuquerque, N. M.—Mod. CP authorizing changes in transmitting equipment and increase power for change frequency from 1180 kc to 770 kc. Also license cover CP (as mod. by application).

A. W. Talbot, Missoula, Mont.—CP new standard station, 630 kc, 1 kw N, 5 kw D, unlimited.

FEBRUARY 8

WSAN Allentown, Pa.—Mod. license change from sharing with WCBA to unlimited, facilities of WCBA.

Marietta Broadcasting Co., Marietta, Ga. —CP new standard station, 1230 kc, 250 w, unlimited.

WACO Waco, Tex.—CP change 1450 kc to 1230 kc.

KCMO Kansas City, Mo. — Mod. CP authorizing increase night power using DA for changes ground system.

Telegraph-Herald, Dubuque, Ia.—CP new FM station, 46,500 kc, 8,060 sq. mi.

FEBRUARY 11

WINS New York—Granted license cover CP for change frequency to 1010 kc, increase power to 10 kw, change hours to unlimited, install new transmitter and DA-DN. Conditions.

W6XLA Los Angeles—Granted mod. CP for extension completion date new experimental television station to Mar. 1.

Hildreth & Rogers Co., Lawrence, Mass. —Placed in pending file application for CP new FM station.

Network Accounts

All time Eastern Wartime unless indicated

New Business

KELLOGG Co., Battle Creek, Mich. (cereals), on Mar. 6 starts for 52 weeks transcribed musical *Around the Town* on 34 Don Lee Pacific stations, Mon. thru Fri., 11:45 a.m. - 12 noon (PWT). Agency: Kenyon & Eckhardt, N. Y.

UNION OIL Co. of Calif., Los Angeles (petroleum products), on March 4 starts for 52 weeks *Down Beat Derby* on 34 Don Lee Pacific stations, Sat., 8-9 p.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

RKO Pictures Inc., New York (films), on Feb. 28 starts film-lot program on 20 Blue stations, Mon. thru Fri. 12:15-12:30 p.m. Agency: Foote, Cone & Belding, N. Y.

GILLETTE SAFETY RAZOR Corp., Boston, on Wed., Feb. 9 sponsored Lulu Constantino-Tippy Larkin boxing bout, on Fri., Feb. 18 will sponsor Tami Mauriello-Joe Baksi bout, on some 219 MBS stations, 10 p.m. Agency: Maxon Inc., N. Y.

RESINOL CHEMICAL Co., Baltimore (Resinol ointment), on Feb. 14 starts Edward Jorgenson's *Blue Newsroom Review* on 10 Pacific Blue stations, Mon., Wed., and Fri., 1:20-1:30 p.m. Agency: Courtland D. Ferguson Inc., Baltimore.

PILLSBURY FLOUR MILLS Co., Minneapolis on March 4 starts *Grand Central Station* on 74 CBS stations, Sat., 1-1:25 p.m. Agency: McCann-Erickson Inc., N. Y.

BENJAMIN MOORE Co., New York (paints), on March 1 starts *Betty Moore* on 54 NBC stations, Sat., 10:30-10:45 a.m. Placed direct.

NOXEMA CHEMICAL Co., Baltimore, Md. (Noxema), on March 4 starts for 52 weeks *Mayor of the Town* on 134 CBS stations, Sat. 7-7:30 p.m., with West Coast repeat, 6-6:30 p.m., (PWT). Agency: Ruthrauff & Ryan Inc., New York.

Renewal Accounts

DEPARTMENT OF FINANCE, Ottawa (war saving stamps) on Feb. 14 renewed for 13 weeks *They Tell Me* on 70 CBC stations, Mon. thru Fri. 1:45-2 p.m. Agency: J. Walter Thompson Co., Toronto. Also on Feb. 14 *La Metairie Rancourt* was renewed for 13 weeks on 14 CBC French stations, Mon. thru Fri. 11:15-11:30 a.m. Agency: Canadian Adv. Agency, Montreal.

SHEAFFER Pen Co., Madison, Ia. on Feb. 13 replaces Upton Close's *World News Parade* on 126 NBC stations Sun. 3:15-3:30 p.m. with *The Sheaffer World Parade*, expanding to Sun., 3-3:30 p.m. on 126 NBC stations. Agency: Russel M. Seeds Co., Chicago.

GENERAL TELEVISION CORP.

70 Brookline Ave.

Boston, Massachusetts

First in Television Development

in

NEW ENGLAND

in the CONTROL ROOM

WILLIAM GUIMOUNT, KFI-KECA Los Angeles engineer, has been inducted into the Navy.

SYDNEY BROWNE, formerly senior announcer and control board operator of WJZM Clarksville, Tenn., and a recent graduate of Stephens College, has joined WOV New York, as the first feminine member of its engineering staff.

EARL F. DOWNEY, formerly with the Bureau of Ships, Navy Dept., has joined WTOP Washington, as assistant to chief engineer Clyde M. Hunt. Stanier E. Brayshaw has rejoined the engineering staff following release from the Army Air Corp. Robert A. Binkey, formerly of WCAE Pittsburgh, has also joined WTOP following release from the Army.

HAROLD WHALEY, formerly transmitter engineer of KWIX-KWID San Francisco, has joined Don Lee Broadcasting System, Hollywood, as laboratory engineer.

LEADING AIRCRAFTSMAN TOMMY LEWIS, former operator of CKY Winnipeg, has graduated as a navigator in the Royal Canadian Air Force.

PVT. HARRY SANDERS, former operator of CKY Winnipeg, is now in the Royal Canadian Army Medical Corps, at Camp Borden, Ont.

LEADING AIRCRAFTSMAN GORDON BALLANTYNE, former operator of CKX Brandon, is now training for aircrew in the Royal Canadian Air Force.

DOUGLAS ELLAM has joined the operating staff of CKY Winnipeg.

CHARLES A. COOPER, formerly chief engineer of KFMB San Diego, has joined KMPC Beverly Hills.

NAB Will Protest Reference Order

WITH DEADLINE for filing set for Wednesday (Feb. 16) and oral argument scheduled for 10:30 a.m. March 1, the NAB will protest adoption of an amendment to FCC rules under Order 118, which would make public contractual and other business records of stations [BROADCASTING, Jan. 24].

At the recent meeting of the NAB Board of Directors in Chicago [BROADCASTING, Feb. 7], when J. Harold Ryan was elected president, the board authorized the protest, on behalf of broadcasters, to the proposed amendment to Sec. 1.5.

Radio a Utility

Although no requests for arol argument had been filed with the Commission as BROADCASTING went to press, several independent stations and the major networks were expected to take exception to the proposed rule. Order 118 was adopted Jan. 18. An attempt to make all financial statements public was lost by a 4-2 vote, with Commissioners Walker and Durr voting to strike an exception in the Order and Chairman Fly voting with Commissioners Craven, Wakefield and Case to keep such records inviolate.

CLASSIFIED ADVERTISEMENTS

Situations Wanted

Trained Radio Help Available—to help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radiotelephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation, no fees. DeFOREST'S TRAINING, INC., 2533 N. Ashland Ave., Chicago 14, Illinois.

Instrumental—Vocal hillbilly unit. Radio experience. Box 162, Mineola, N. Y.

PROGRAM DIRECTOR—Wants change good solid staff man. 8 yrs. experience. Write Box 855, BROADCASTING.

Experienced Announcer—Desires affiliation with progressive station. Now employed. Draft rejected. Box 839, BROADCASTING.

Station Owners!—Bring youth, progress, radio knowledge, business ability to your station with draft exempt manager. Excellent reason for desiring change. Confidentially, let's confer. Write P. O. Box 6662, Cleveland, Ohio.

Announcer-Engineer—Four years broadcasting experience. Recently employed at 10 K. W. as maintenance and transmitter engineer. Can furnish audition disc. Draft deferred. Prefer southern states. Box 840, BROADCASTING.

Fully Experienced Announcer.—Commercial, sustaining, shots, news, remotes. Now employed basic net midwest. Desire change. Preferably east but will accept good offer elsewhere. Draft exempt. Box 841, BROADCASTING.

First Class Phone License—Desire permanent position. Some experience. Draft deferred. Give details and salary in answer. Box 842, BROADCASTING.

Executive—5 years governmental, educational, radio continuity production. Thoroughly experienced allied publicity and public relations. Former affiliate N. Y. U. Radio Workshop. Experience includes 4 years newspaper advertising management. New York City only. Age 34, draft exempt. Excellent references. Box 837, BROADCASTING.

Sales and Commercial Manager—Young, aggressive, experienced, draft exempt; seeks permanent position. Real producer presently employed by network affiliate. Box 833, BROADCASTING.

Salesman—Young, alert, aggressive, draft exempt, desires position with progressive station. Box 834, BROADCASTING.

Sports Announcing Team—2 experienced announcers. Specialize in sports, special events. Capable staff announcers, newscasters. Draft exempt. Box 835, BROADCASTING.

Announcer—Top flight morning man, fluent ad lib, news, handle any kind of show. Draft exempt. East only. Box 832, BROADCASTING.

Stations! Agencies! — Continuity Dept. wearing khaki? Free-lance writers with library will pinch hit by mail. Dramatic shows, program ideas, custom-written spots. Low rates. Box 864, BROADCASTING.

Radio Engineer—12 years experience in broadcasting. Automatic telephony and equipment design. Desires a connection in any of these fields. Box 846, BROADCASTING.

Transmitter Operator—Desires change to permanent position in South or Southwest. Three years experience. Hold first phone and second telegraph license. References. Box 838, BROADCASTING.

Producer-Writer—Capable and experienced, with definite talent and capable of originality. Available if you can prove existance of real opportunity. Presently employed at 50 kw station. Box 862, BROADCASTING.

1944 YEARBOOK WILL BE IN THE MAILS FEB. 15TH

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

ANNOUNCER—Fast growing NBC affiliate has permanent opening for experienced, draft-exempt announcer. Submit voice recording and complete outline of qualifications and references return mail. WSAV, Savannah, Georgia.

ENGINEER—NBC affiliate has immediate opening for first class operator as resident engineer. Living accommodations furnished at transmitter building. Single preferred—draft exempt. WSAV, Savannah, Georgia.

First Or Second Class Operator—Permanent, no wartime replacement. $40 per week. WERC, Erie, Pa. Give details and availability.

Pennsylvania Station—Wants announcer draft deferred. Must be good. Complete information first letter. Excellent pay. Box 847, BROADCASTING.

Wanted—Experienced announcer start at $55.00 per week. Will pay moving expenses for permanent man. Write WINC Winchester, Virginia.

PROGRAM - PRODUCTION MANAGER — Draft exempt, college education. Must have had ample practical experience announcing, production, programming, network studio control operation. Good background. Music, speech, basic English. Will have responsibility supervising, announcing staff, production all local commercial sustaining shows and script, public relations, programming. Modern local network affiliate newspaper owned station. Located midwest city 25,000 serving rich area 200,000 population. On air 15 years; applying for FM. Don't answer unless you have both feet on ground and looking for genuine opportunity in ideal medium sized friendly community. Salary depends on your ability to produce and supervise. Send complete data, picture, references, sample scripts, etc. first letter. Box 848, BROADCASTING.

Engineer—First or second class license; $35 wk. 40 hrs. Must be draft deferred. Permanent. WISR, Butler, Penna.

OPERATOR—First class for Texas kilowatt Mutual station. Give full information. Box 836, BROADCASTING.

Sales Promotion Man—Important network station which will add FM and Television services offers excellent opportunity for man with some advertising experience . . . the more the better. But ideas and applied energy are most important. Good salary. Write in detail. Box 865, BROADCASTING.

Program Director—Losing one of nation's best to draft. Successor must know all phases of operations, including traffic, publicity, production and controls. Some announcing, emphasis on news. Excellent opportunity for conscientious, alert family man with progressive NBC outlet. Attractive eastern city under 100,000. Give full details first letter, background, draft status. Box 866, BROADCASTING.

Licensed Operator—Who can do some announcing for Alaska stations. Good salary, transportation from Seattle. Give complete details your qualifications. Office KINY-KTKN, 708 American Bldg., Seattle, Wash.

Excellent Positions—Open for first, second and third class engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

KGY, Olympia, Wash., will shortly need two first class operator-announcers. Please send full details and audition disc if possible.

Help Wanted (Cont'd)

Control Operator — Must be experienced Regional Network Station. State full qualifications. Box 863 BROADCASTING.

WANTED—Two good Farm Station Announcers and continuity men. Good earning, low cost living conditions and excellent future for the right men. Write or wire full details. KFNF, Shenandoah, Iowa.

Experienced Radio Announcer—On 5 kw Regional Network Station. Give personal information and salary requirements. Box 861, BROADCASTING.

Wanted — Announcer-operator, with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 859, BROADCASTING.

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, starting salary first letter. Write Box 860, BROADCASTING.

Promotion Director—With creative ability to handle advertising, sales promotion, and assist sales organization. Reply should be complete and will be kept confidential. Station is located in major midwest market. Box 857, BROADCASTING.

Publicity Man or Girl—Promotion minded, experienced, by large midwestern station. Give complete details, experience and salary expected. Box 856, BROADCASTING.

Need—First or second class operator immediately. Also two trained announcers —good salaries—permanent jobs. State all first letter. Box 854, BROADCASTING.

Announcer-Newscaster — Draft exempt. Experienced. For progressive Central New York Network station. Basic salary $40 for 40 hours. If personal audition impossible, send references, photo, and transcription. Box 852, BROADCASTING.

ANNOUNCER—DRAFT EXEMPT. GOOD SALARY FOR VERSATILE MAN. 10,000 WATT STATION IN SOUTHEASTERN CITY OF 200,000. BOX 867, BROADCASTING.

For Sale

For Sale—One Western Electric 11OA limiting amplifier cost new $551.00. Will sell for $300. One Western Electric line amplifier 82A power supply and 263A voltage regulator cost new $200.00. Will sell for $125.00. One R. C. A. 70A Turntable in cabinet cost new about $325.00. Will sell for $175.00. One UV851 R.C.A. transmitting table never used, make offer. One Audak 4A cutting head. Two Western Electric condensers No. 1D96887, make offer. KGDM Peffer Station, Stockton, California.

For Sale—179 ft. Baw-Knox tower insulated, self-supporting, tapered cross section. Price, $2,525 cash. KFAC, Los Angeles 5.

1944 Broadcasting Map is now available. Price 25 cents per map; 20 cents each in quantities of 50 or more.

Wanted to Buy

WANTED—One modulation monitor with FCC approval. Write Chief Engineer, WKZO Muskegon, Mich.

Wanted to Buy—250 watt transmitter and all other necessary equipment for such operation. Please give complete details. condition, age, price, etc. Address Box 851, BROADCASTING.

Wanted To Buy—500 watt transmitter, tower, modulation and frequency monitor and studio equipment. Box 849, BROADCASTING.

Wanted To Buy—10 KW. transmitter. Box 845, BROADCASTING.

Wanted To Buy—Modulation and Frequency Monitors. Box 844, BROADCASTING.

Wanted to Buy—100 watt, 250 watt, 1 KW, or 5 KW transmitter. Box 843, BROADCASTING.

Equipment Wanted—RCA or Federal Field strength meter. State condition, last calibration date and price. Box 858, BROADCASTING.

Southern Station—Plans new 250-watter in promising location. Has transmitter, some other equipment. Wishes contact owners of tower, monitors, etc., who also cannot locate all needed equipment, with idea pooling equipment in company to facilitate getting CP now. Such party need have no money as we require no financing. Let's stop hoarding equipment and make use of it. Box 853, BROADCASTING.

1944 Yearbook in the mails Feb. 15th.

Broughton to Y&R

PHILIP S. BROUGHTON resigned last week as director of information for the War Manpower Commission to enter the public relations department of Young & Rubicam, New York. He had been with WMC since September 1942 and in various Government posts since 1933. In 1937 he joined the U. S. Public Health Service where he directed publicity for a national venereal disease control program.

JOHN WILEY & SONS, New York, has published *Radio Receiver Design*, by K. R. Sturley of the Marconi School of Wireless Communication. $2.50.

WANTED

By Southern Regional Network Station:

Operators at $49.00 per week

Announcers at $55.00 per week

Furnish photograph, complete employment record and references.

Announcers please furnish transcription.

ADDRESS: BOX 831
BROADCASTING MAGAZINE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE *SERVICE OF BROADCASTING*
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

BACK THE ATTACK
'TIL THEY COME BACK!

FCC's Extensive War Activity Takes 75% of Funds, 66% Staff

3,281 Applications for All Types of Broadcast; But Total Stations Show Decrease of 19

EMPHASIZING the scope and degree of its war activities, the FCC's annual report for the fiscal year 1943, sent to Congress last Thursday, brought out that about three-fourths of the FCC's appropriation and two-thirds of its staff were utilized in other than regular activities.

As of June 30, 1943—the close of the fiscal year—the Commission had 2,153 employes. Of these, 382 were regular employes in Washington and 617 national defense employees in Washington. Of the remainder, 206 were regular employes in the field and 948 were identified with national defense work in the field.

The Commission's appropriation for the fiscal year aggregated $7,777,135. Of this amount, $2,085,000 was for regular activities with $5,668,535 for war activities. The House clipped $1,654,857 from the FCC's 1945 fiscal year budget—all from funds earmarked for Radio Intelligence Division and Foreign Broadcast Intelligence Service, wartime functions set up by the FCC. The Senate has yet to act.

A Fat Report

The Commission's 100-page annual report, transmitted to Congress by Chairman Fly, emphasized war activities throughout. During the year, the introduction said, the Commission "intensified its efforts to strengthen our communications as a weapon of war and to thwart the use of enemy communications against us."

There were no legislative recommendations to Congress, presumably in the light of pending legislation in both houses for amendment of the Communications Act and on which hearings have been held in the Senate.

In reviewing activities of RID, largest of the FCC units, the Commission said a total of 3,960 cases of suspected illegal operation were investigated. Most of these cases were based on information received from law enforcement agencies. RID's function is to guard against secret enemy radio transmission and to protect vital war communications by acting as traffic officer on the "overcrowded ether highways" by tracing and identifying sources of interference to military and commercial radio services, and by locating stations which were unlicensed, had pirated call letters or were unidentified.

Declaring that RID performed some of its most spectacular activities during the year, the Commission said that the full story of scope of its activities "cannot be told until after the war."

FBIS, which, along with RID, had been under attack as an unnecessary service, was covered comprehensively in the report. The reports on foreign broadcasts prepared by FBIS, the Commission said, are studied by some 1,000 officials of this Government and United Nations governments "as an aid in planning foreign policy, military strategy, economic warfare, counter-propaganda and the promotion of understanding and unity among the allies."

Wartime Activities

In describing other war activities, the Commission listed 16 items. These related to foreign language programs; cataloging of surplus and salvageable equipment; civil air patrol operations; analysis of idle standard broadcast transmitters in relieving the equipment shortage; reduction of broadcast station power by one decibel to conserve vacuum tube life; relaxation of requirements for commercial radio operators in connection with manpower; investigation of wartime telegraph service; cooperation with scientific laboratories in radio research; preparation of a table showing international frequency allocations; frequency studies assigned to international and domestic carriers; world-wide telecommunications survey; scrutiny of telephone and telegraph tariffs to forestall unwarranted increases; continued studies of finances of telephone and telegraph companies; review of applications for extension of telephone and telegraph facilities; examination of financial condition of small standard stations and their ability to remain on the air, and preparation of confidential maps for several war agencies.

During the fiscal year, the Commission received 35 applications for assignment of broadcast station licenses and 21 for transfer of control. Of these, 42 were granted without hearing and 6 after hearing. In reviewing the material and manpower situations, the FCC pointed out that only 14 stations, or slightly more than 1%, were forced to cease operation or surrender construction permits from all causes during the fiscal year.

NARBA Functioning Well

The North American Regional Broadcasting Agreement, after two years of operation, "is functioning successfully," the Commission said. Also cited were the chain broadcasting regulations, the validity of which was upheld by the Supreme Court on May 10; the multiple ownership regulation adopted Nov. 23, 1943 to become effective on June 1; the extension of standard broadcast station licenses from two to three years in December, 1943, and the FCC's work in examining domestic foreign broadcasting.

The Commission received a total of 3,281 broadcast applications during the fiscal year, of which 2,255 were standard broadcast. There were 322 FM applications and 36 commercial television and 83 experimental television applications. Authorizations issued during the year on broadcast applications aggregated 3,761, including formal and informal applications. Special authorizations during the year totaled 653.

In connection with foreign language programs, the Commission said that it as a whole "has been invaluable in mobilizing the home front for total war." The last survey, made in February 1943, showed 169 stations presenting programs in 27 languages and having a potential audience of 15 million.

At the close of the fiscal year there were a total of 1,595 stations in broadcast service of all types, as against 1,614 a year earlier. The tabulation follows:

Class of Station	*As of June 30, 1942*	*New*	*Licenses or CP's surrendered or abandoned*	*As of June 30, 1943*
Standard Broadcast	925	1	14	912
High Frequency Broadcast (Exp.)	13	0	9	4
High Frequency Broadcast (Temporary Class II experimental)	0	5	0	5
High Frequency Broadcast (FM)	61	3	16	48
Low Frequency Relay	248	4	3	249
High Frequency Relay	275	33	8	300
Television (Experimental)	36	0	8	28
Television (Commercial)	10	0	2	8
International	14	2	0	16
Developmental	8	0	4	4
ST	10	1	1	10
Facsimile	4	0	1	3
Non-Commercial Educational	8	0	1	7
Class II (Experimental)	2	0	1	1
	1614	49	68	1595

WILLIAM EWING, Blue correspondent in Honolulu, the only network radio reporter covering the American invasion of the Kwajalein Islands, gave an account of the landings in a special broadcast from Honolulu heard over the Blue Feb. 7.

Drawn for BROADCASTING by Sid Hix

"It's Pistol Packin' Mama, and I'm Glad I Did It"

50% Electronic Increase In '44 WPB Estimates

OFFICIAL WPB announcement states that the 1944 radio-electronics program increase will range between 35% and 50% over 1943. WPB Chairman Donald M. Nelson had revealed late last month that the December electronic increase was up 4% and that the 1944 communications and electronic program was to be "over 35% above 1943".

Another official WPB statement in connection with apparatus for broadcast stations stated that "despite the tremendous expansion of radio production in the last two years, the requirements of the armed forces in 1944 are half again as large as in 1943." For security reasons, these percentages could not be translated into dollars, the WPB said.

Longest Way 'Round

EFFECTIVE NEWS coverage by WCCO Minneapolis of Minnesota's Arrowhead country is maintained through a correspondent in Duluth according to Sigfried Mickelson, WCCO news editor. WCCO then broadcasts latest local news to the Arrowhead country area over two daily newscasts fed to KDAL Duluth.

More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.

WLW

DIVISION OF THE CROSLEY CORPORATION

The Nation's Most Merchandise-able Station